

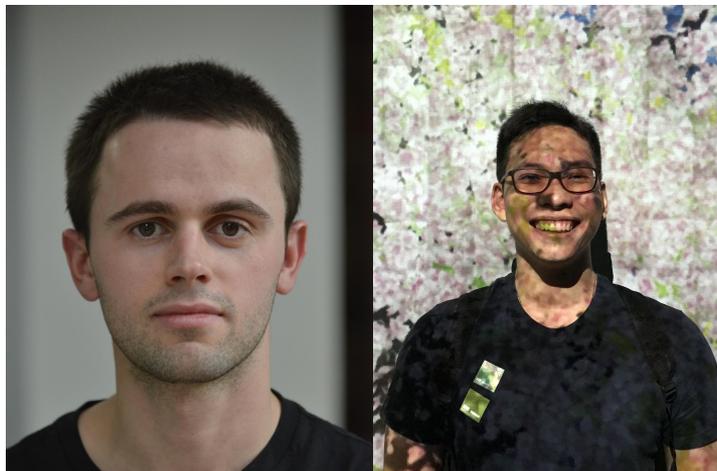


The Metrics Masterclass

Why Are We Here?

Welcome to the Metrics Masterclass!

- Goal of this presentation:
- Quick introduction to the structure of the course
 - Which parts to consume first, which parts you may want to jump to
- Some motivation for what this course can unlock for you ...
- And a brief introduction to who we are:



Welcome to the Metrics Masterclass!

- **By the end of this course, you should be equipped to COMPLETELY UNDERSTAND your business.**
 - We'll start by teaching you a time-tested method to make sense of your metrics (XmR Charts!)
 - Then we'll show you what this can unlock for your business
- Is it even possible?
 - XmR charts help you **separate signal from noise**.
 - If you can tell when a change in a metric is signal (worth investigating) or noise (not worth investigating), **you can start figuring out *what drives results***.

Course Structure

- Part 1: XmR Chart Basics
 - XmR charts are really simple ... but there are a ton of tiny gotchas
 - Most of these gotchas are situation-specific
 - By the end of this section, you'll know **everything you need to know** to use XmR charts with day-to-day metrics.
 - Go in order!

- Part 2: Improving the Business
 - Once you know how to use XmR charts, you have a new tool in your belt!
 - How do you apply this to improve your business?

This Sounds Too Good To Be True!

- We don't want to make this seem like some kind of silver bullet ...
- Can this work for *any* kind of business metric?
 - Yes! As you'll see in this course, it will work for **most** metrics (and we'll show you how to tell).
 - We also know because we've tested this on our own companies
- But there **are** many problems with putting these things to practice in your company.
 - You don't have the ability to change processes or systems
 - There is an existing culture of data theatre
 - You don't have access to good, clean data (and nobody will help!)
- Does this mean this is all for nothing?

No! But We Can Guarantee ...

- We *can* promise you some basics:
 - You will never look at a metric in confusion again
 - If you're running your own business / team, you'll know how to use data in a smart, effective way.
 - You will **never** waste time investigating 'noise' (some metric going up or down randomly)
 - You will know how to *start* measuring the impact of changes you make in your business

Some Housekeeping Details

- This course consists of video and text
 - We (Cedric) recommends watching the video at 1.5x speed.
 - Just fiddle with the speed until you find you're no longer bored
 - You may download all the slides
 - Some of the slides will contain links to Xmrit charts, which have data.
- We recommend doing the text-based exercises
- But ... most importantly, we recommend pasting your **real business** data into xmrit.com (which is open source!)
 - **Just start! You will care about *your* data more than any demo data we give you.**

If You Have Any Questions

At **any** point in this course, if you have a private question, **email us**

course@xmrit.com

We are happy to help you on your journey to becoming data driven.

(and, more importantly, understanding your business)