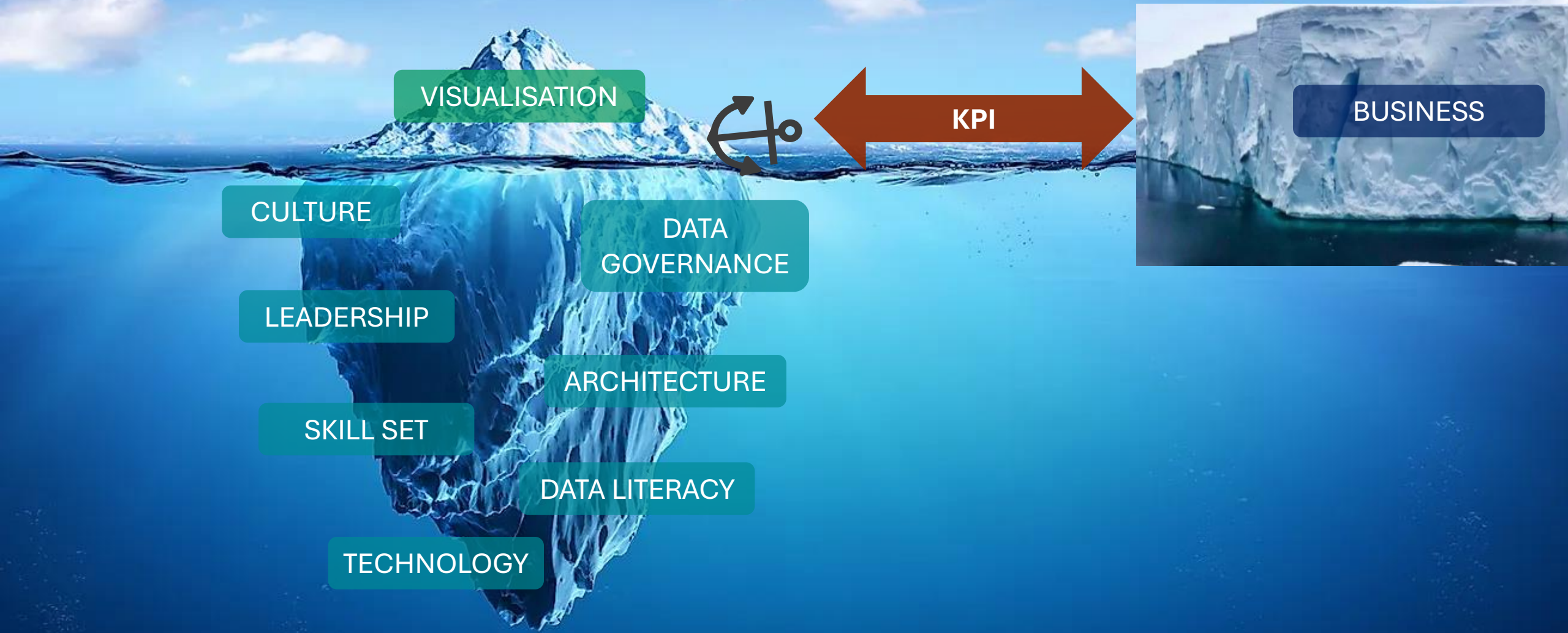

Determining the metrics of success

*Generating Actionable
Insight*

LUCAS RAMOS

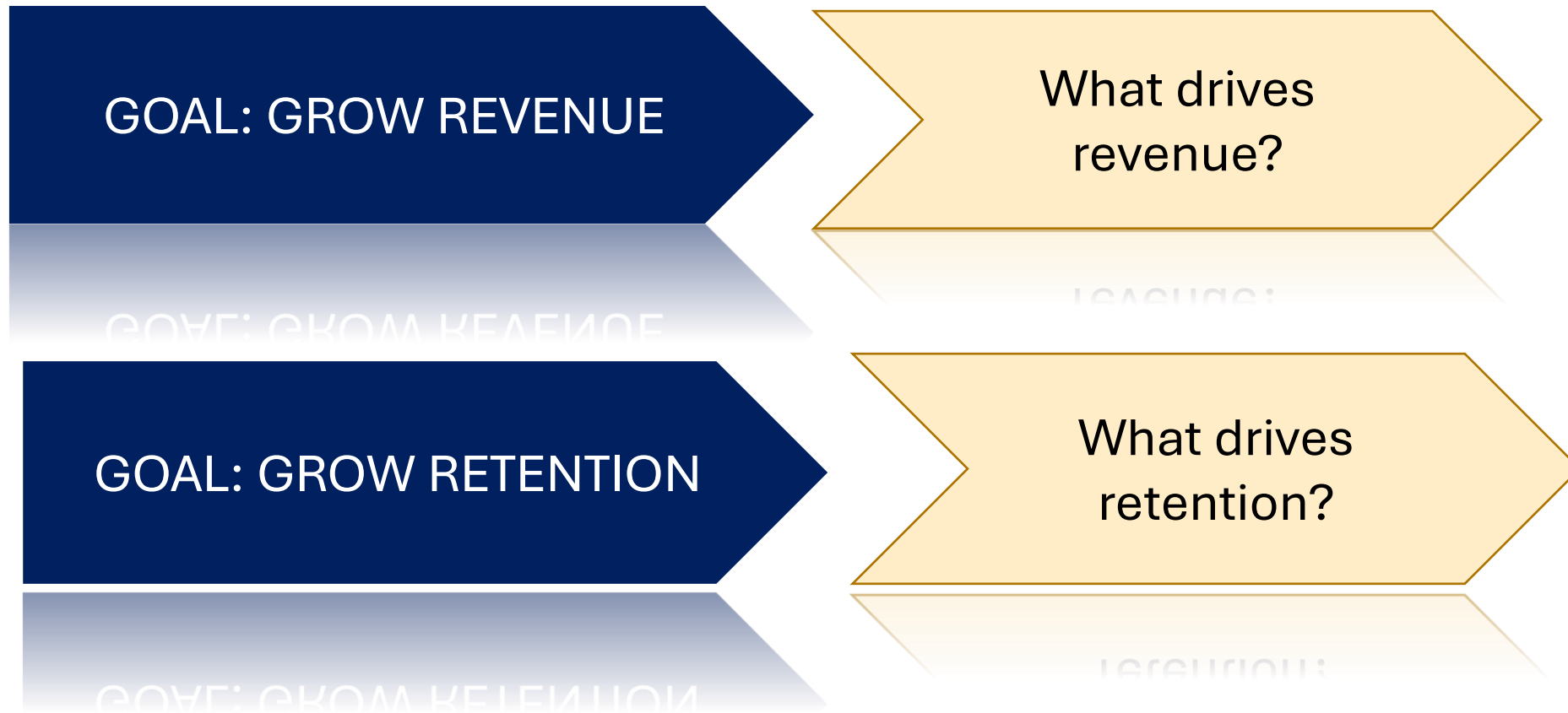
Director, FP&A & Analytics – Travel + Leisure Co.

70% - 80% DATA & ANALYTICS PROJECTS FAIL



**How do we set the
“right” KPIs?**

1- It all starts with (very specific) Goals



ACQUISITION TO RETENTION FUNNEL

	LEAD	>	ACQUISITION	>	ENGAGEMENT	>	RETENTION
TRIGGER	Create username & pw for free trial		Purchase subscription after trial		Purchase a holiday		Renews subscription
MEMBER COUNT	70k		45k		20k		15k
SEGMENT %	47%		30%		13%		10%
Lead to Acquisition Rate %			55%				
Acquisition to Engagement Rate %					30%		
Engagement to Retention Rate %							62%

GOAL: INCREASE ACQUISITION TO ENGAGEMENT RATE

2- Design (the right) KPIs

- ✓ All KPIs are Metrics, but not all Metrics are KPIs
- ✓ KPIs are directly aligned to Goals and Objectives
- ✓ KPIs provide a quantifiable measure of performance over time for a specific Goal or Objective

GOAL	Increase Acquisition to Engagement Rate
-------------	--

TRIGGER	Purchasing a Holiday
----------------	-----------------------------

KPI 1	Monthly Acquisition to Engagement Rate
--------------	---

KPI 2	Monthly Booking Rate
--------------	-----------------------------

Additional Metrics

INSIGHTS

**More search >>
More bookings**

**More hotels
reviews >> More
bookings**

**More web visits
>> More
bookings**

**Higher Lead to
Acquisition rate
>> Higher Acq to
engagement rate**



METRICS

**Monthly Search
to Booking Rate**

**Monthly Average
of New Reviews**

**Monthly Web
Traffic**

**Monthly Lead to
Acquisition Rate**

Connecting the Dots

GOAL SETTING

GROW REVENUE

GROW RETENTION

**GROW ACQUISITION
TO ENGAGEMENT RATE**

METRICS

Monthly Search
to Booking Rate

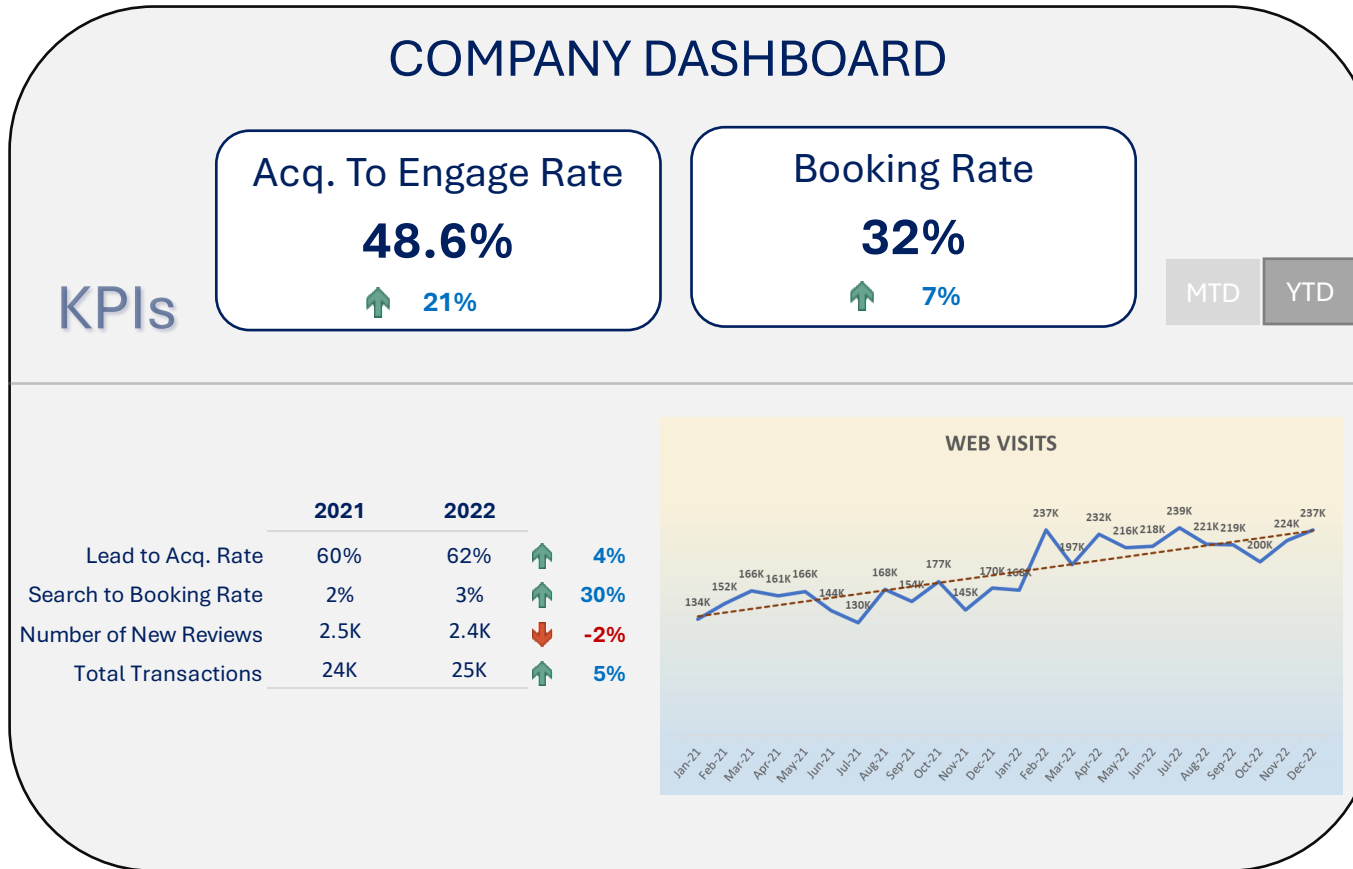
Monthly Average
New Reviews

Monthly Acq. to Engage Rate
Monthly Booking Rate

Monthly Web
Traffic

Monthly Lead to
Acquisition Rate

3- Make it Actionable

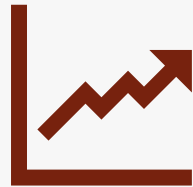


- **Strive for clarity & simplicity, above all else**
 - ✓ Use prime real-estate for KPIs
 - ✓ Play with colours, fonts and contrast
 - ✓ Uncluttered and easy to read
- **Don't present data without context, create a narrative**
 - ✓ Use comparatives and indicators
 - ✓ Use time-series analysis
 - ✓ Use advanced AI features (Key influencers, Q&A, etc)

4- Key takeaways



Set clear **goals**
and **objectives**



Leverage D&A
to identify
business drivers
(and specific
Goals)



Design effective
KPIs to track
progress and
measure success



Make those insights
actionable!

THANK YOU



www.linkedin.com/in/lucas-oliveira-ramos/