Data: The (Not-So-Secret) Weapon for Mobile Success

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Big data, small data... it's just data.









analyze 17+ billion actions every month to understand how their combined 225 million customers use their products.

task rabbit	Branch Out	THITCH	Path
match. com	hipmunk	viddy	airbnb
JAWBONE	BEACHMINT	KHAN A C A D E M Y	

It's not the data, it's the question.



Question

Games: Why do people stop playing my game after level 7?

Social: How do my app's users invite their friends?

Commerce: Which one of your ad campaign gives us the most active users?



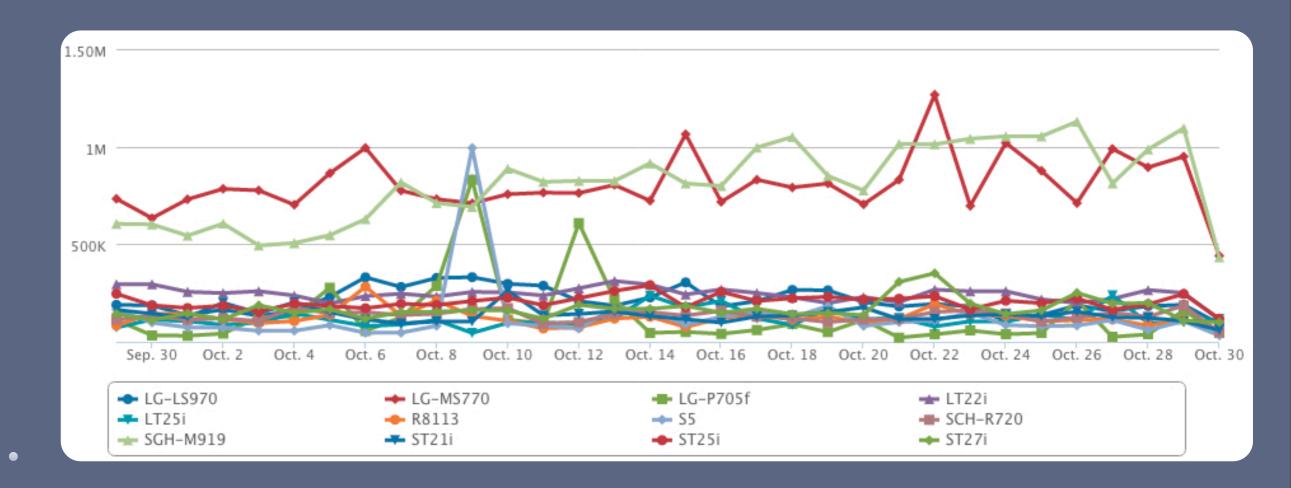
Analysis

It should not take a data scientist.

```
. . .
      SELECT referring domain, C
2
      JOIN users ON page_views.u
                                               Chrome
                                  ontains v
      WHERE page_views.device =
      page_views.city = "San Fra
      page_views.browser = "Chronontains >
5
                                               iPad
      users.signup_date <= '2012
      users.signup date >= '20
                                     ains v
                                               Twitter
8
      GROUP BY referring domain
                                                    SHOW
```

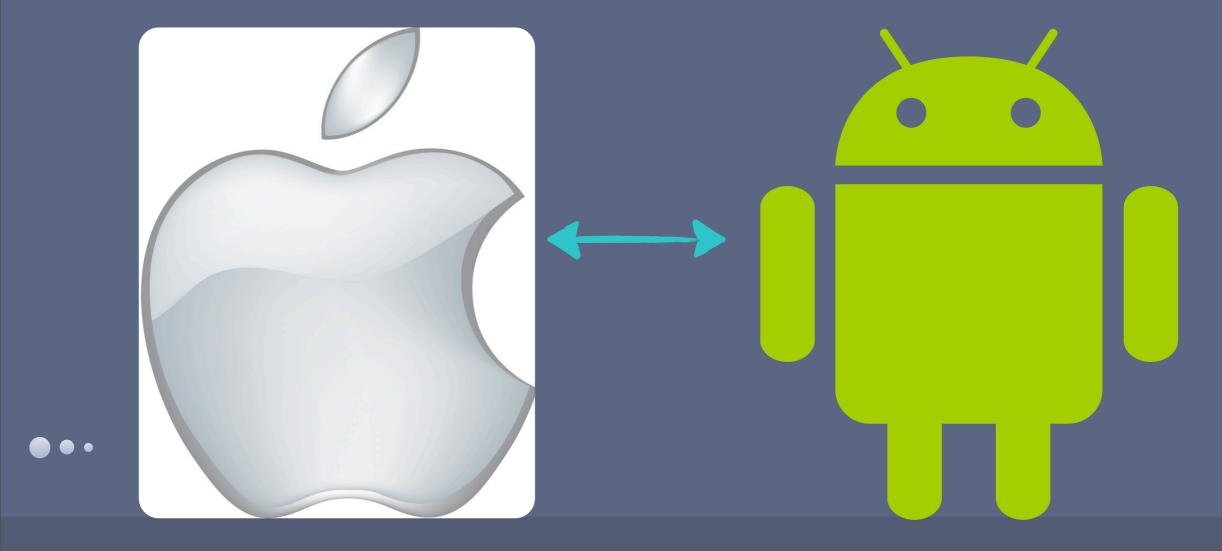
Three most common mistakes:

01/ Try to track everything



Three most common mistakes:

02/ Silo data between platforms



Three most common mistakes:

03/ Focus on the wrong thing

Session vs Lifecycle
Time spent vs actions taken



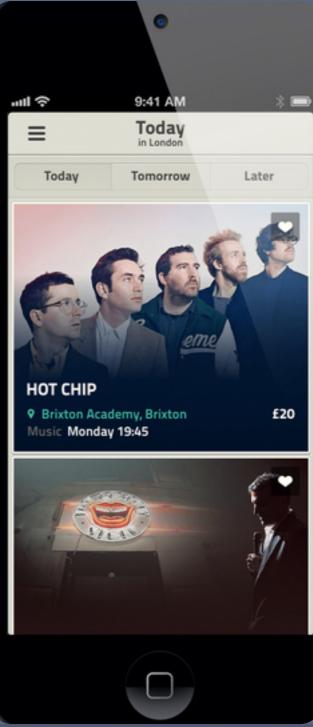
Three best practices

- 01/ Reduce friction in activation
- 02/ Know what drives retention
- 03/ Find your OKM



Three best practices:

01/ Reduce friction in activation



Three best practices:

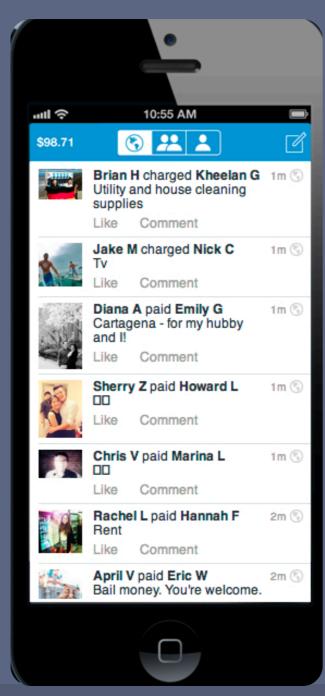
02/ Know what drives retention





Three best practices:

03/ Find your OKM





Thank You

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