

Building a Product **Insights** team



Good evening



Discover Weekly



Lane 8 Radio



Daily Mix 2



I Love My '90s Hip-Hop



Long Run

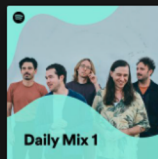


Nike Run Club

Made For Andrew Michael

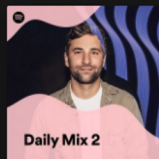
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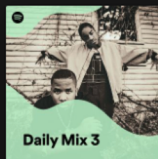
Daily Mix 1

Local Natives, Milo Greene, Young the Gia...



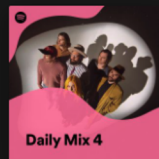
Daily Mix 2

Lane 8, Ben Böhmer, Monkey Safari and more



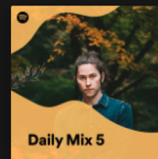
Daily Mix 3

Outkast, Common, A Tribe Called Quest an...



Daily Mix 4

The Head And The Heart, The Strumbella...



Daily Mix 5

Big Wild, Gang of Youths, Chris Malinch...

Good evening



Discover Weekly



kai's Tunes



kai's Tunes



kai's Tunes



kai's Tunes

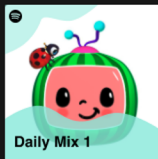


kai's Tunes

Made For Andrew Michael

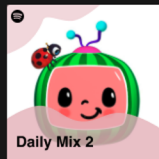
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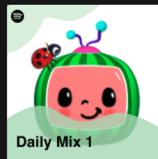
Daily Mix 1

Daily Mix 1
Cocomelon



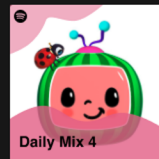
Daily Mix 2

Daily Mix 2
Cocomelon



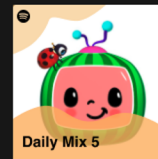
Daily Mix 1

Daily Mix 1
Cocomelon



Daily Mix 4

Daily Mix 4
Cocomelon



Daily Mix 5

Daily Mix 5
Cocomelon



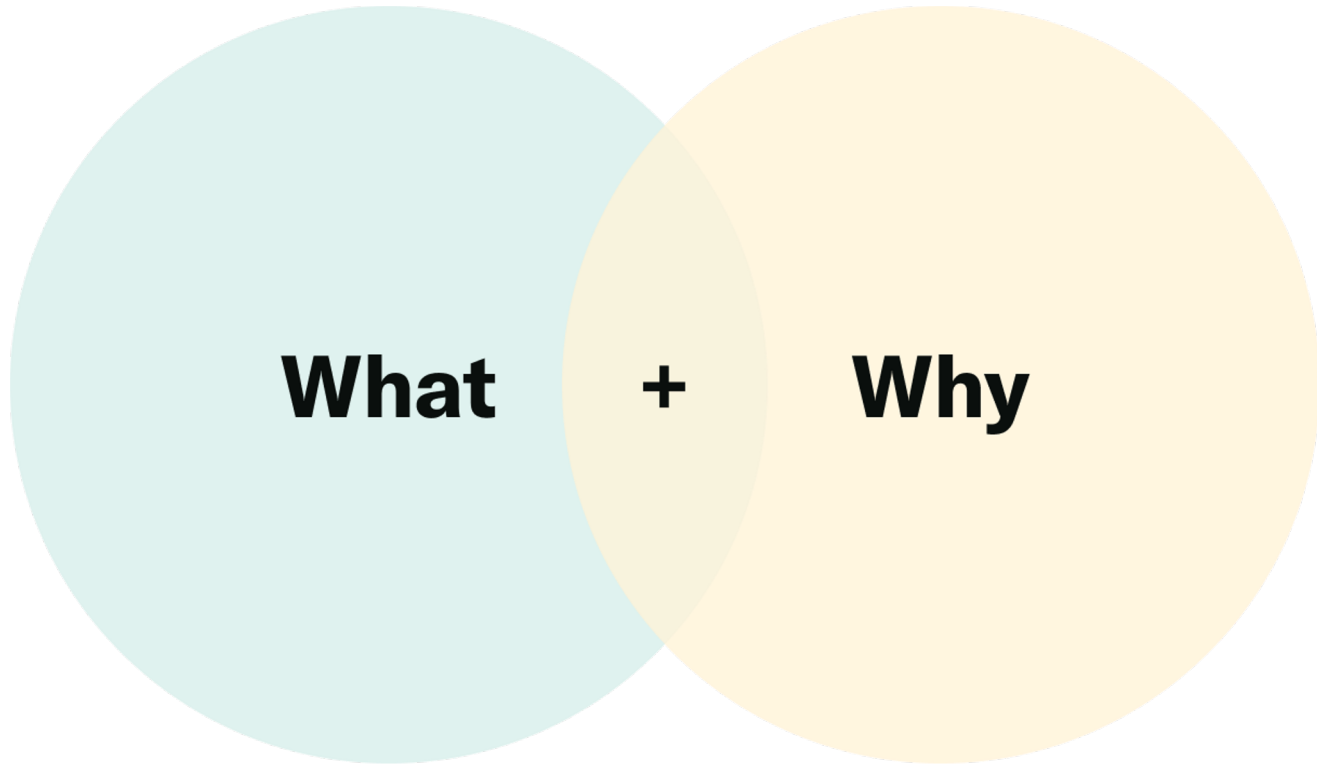
What

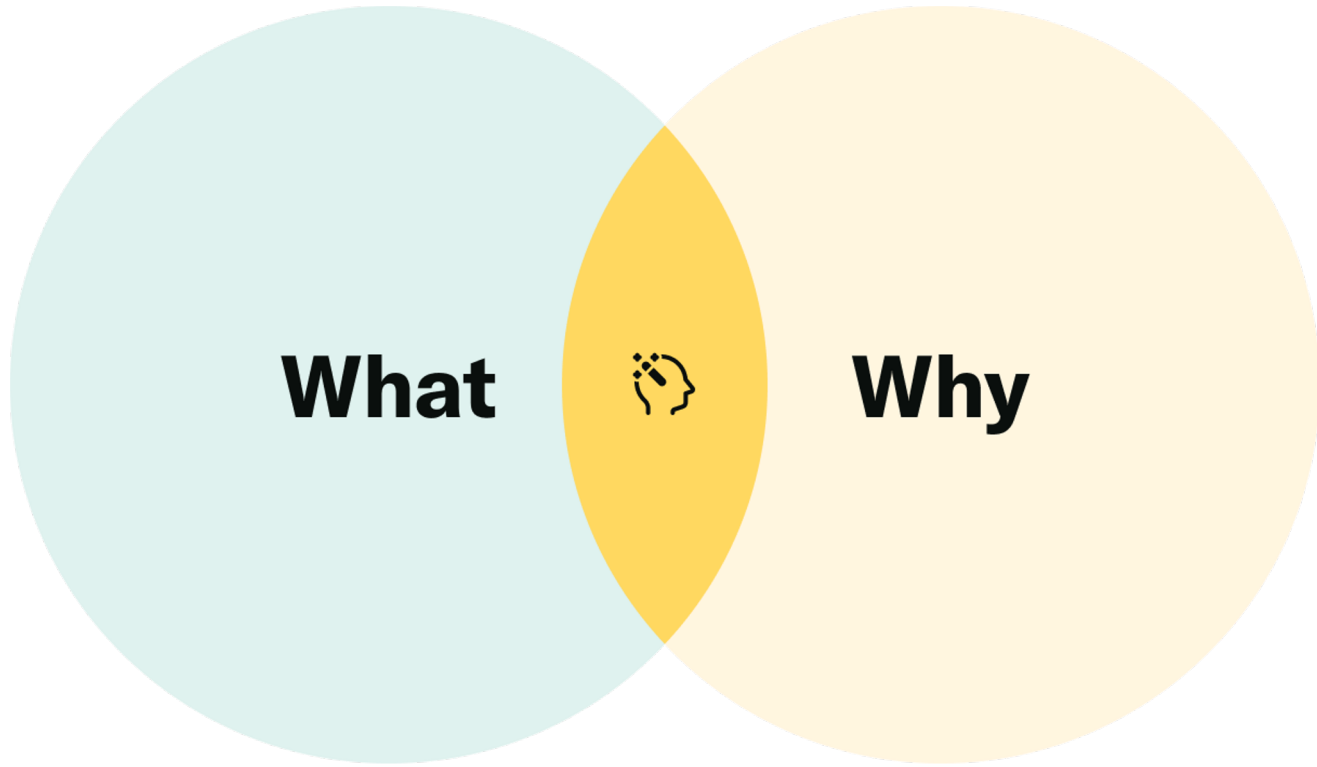


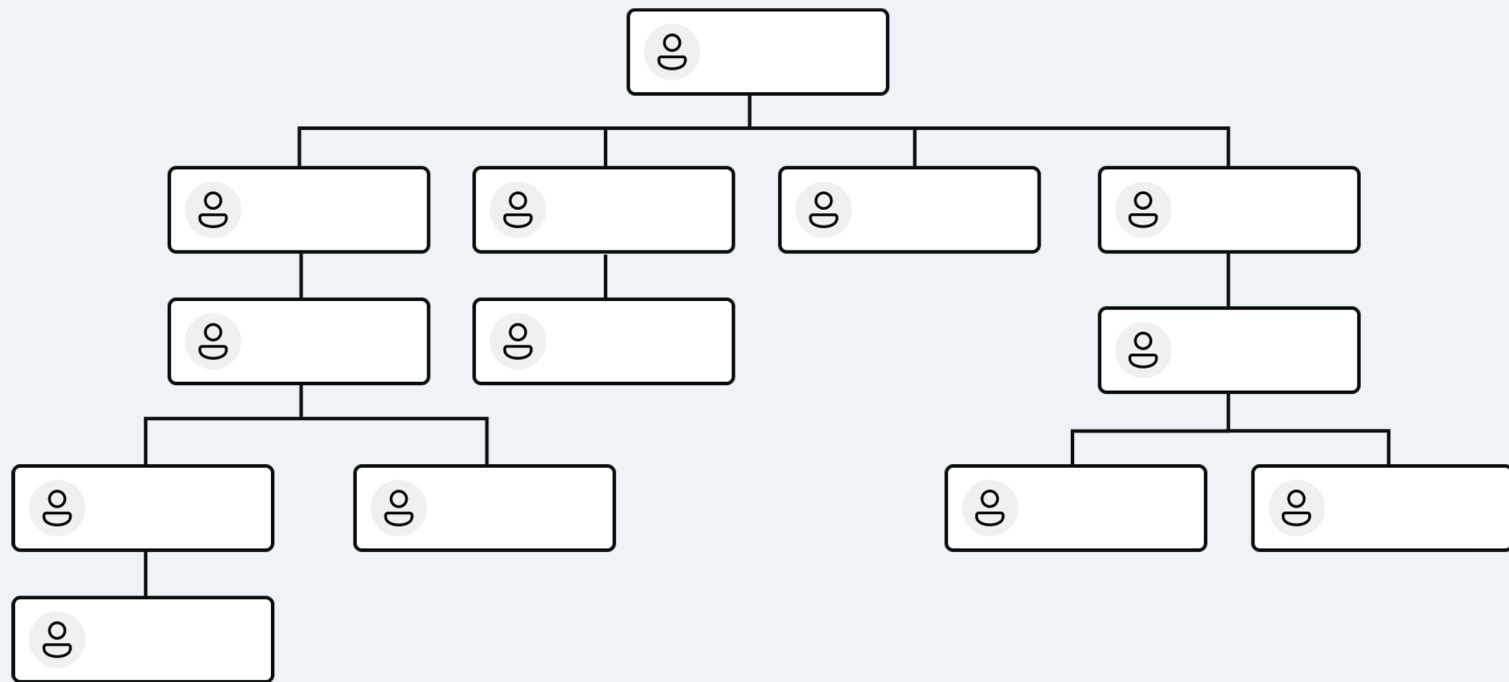
What

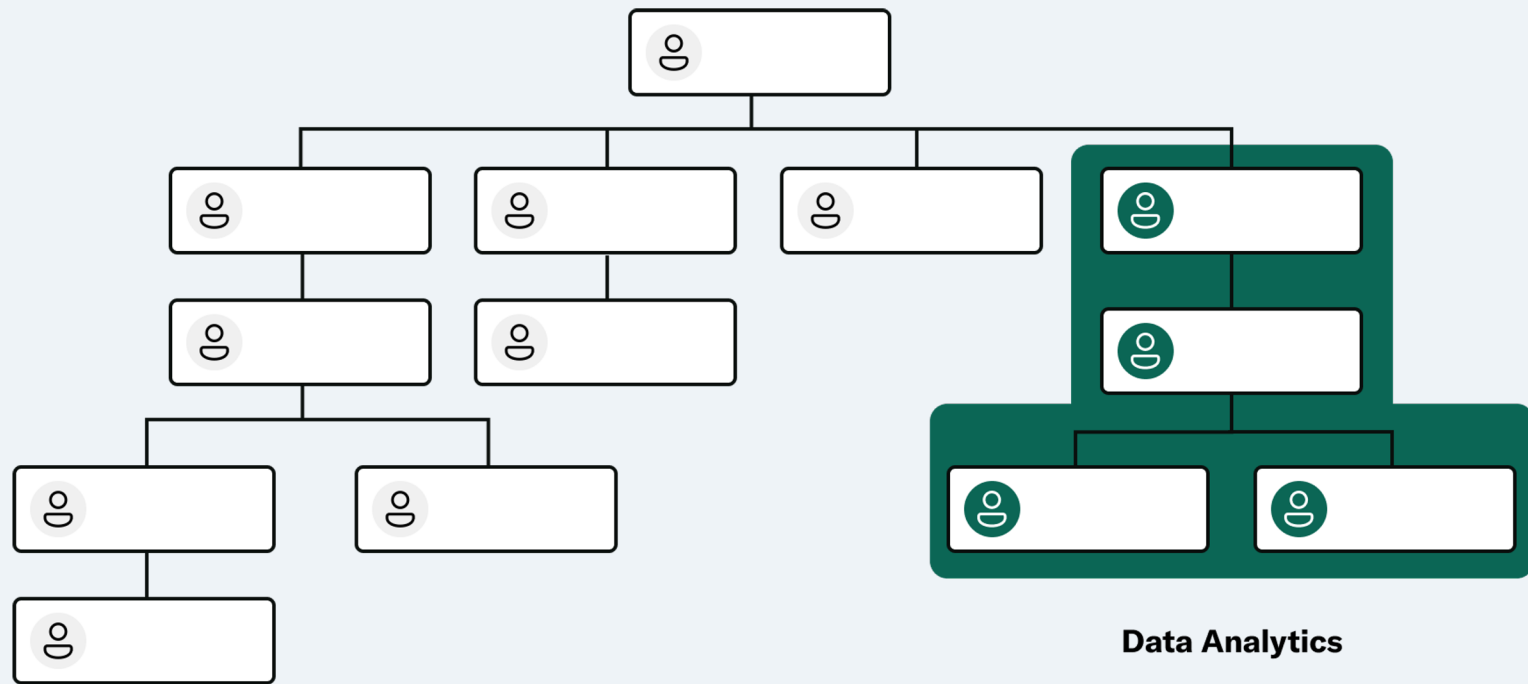


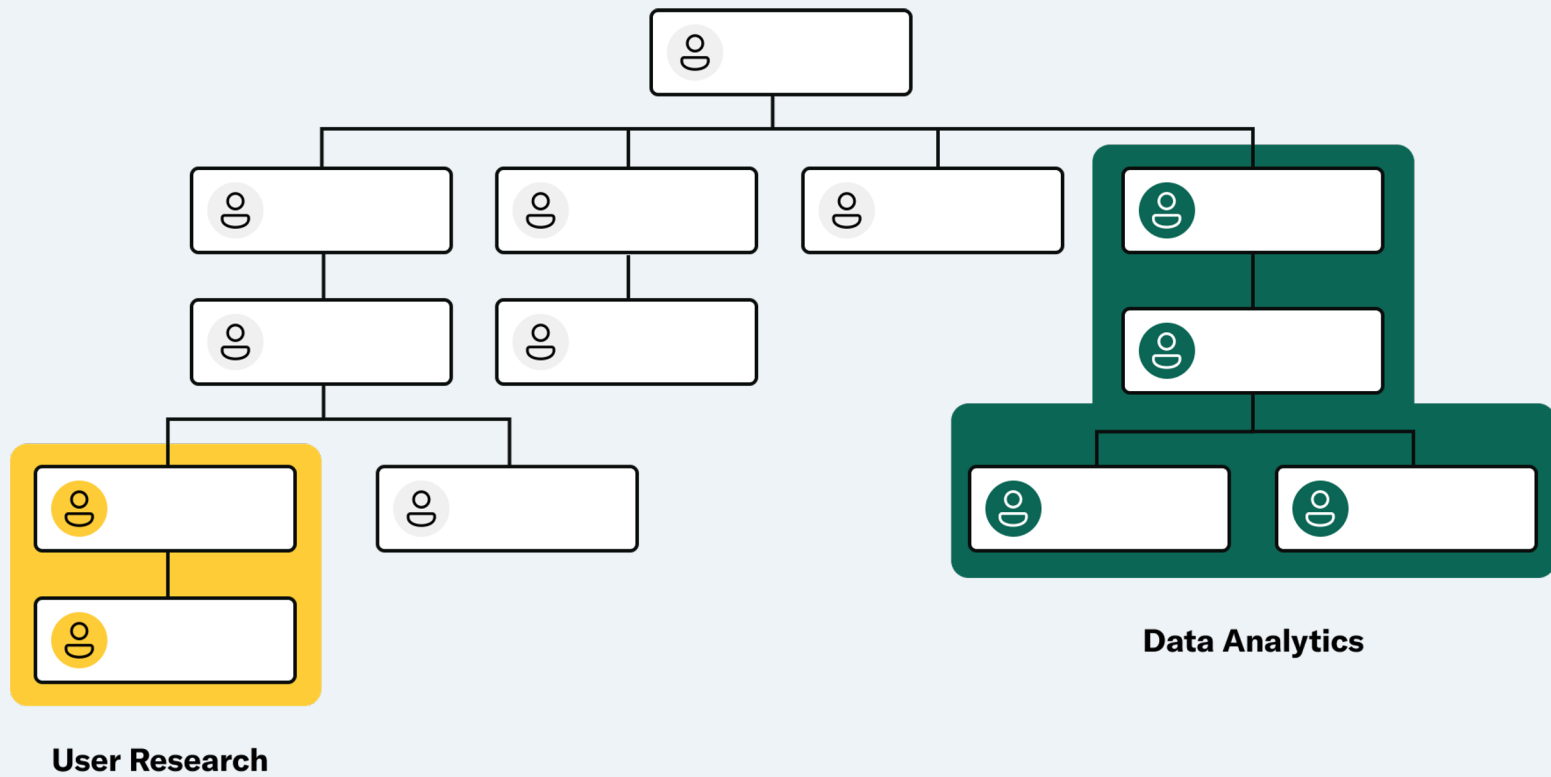
Why



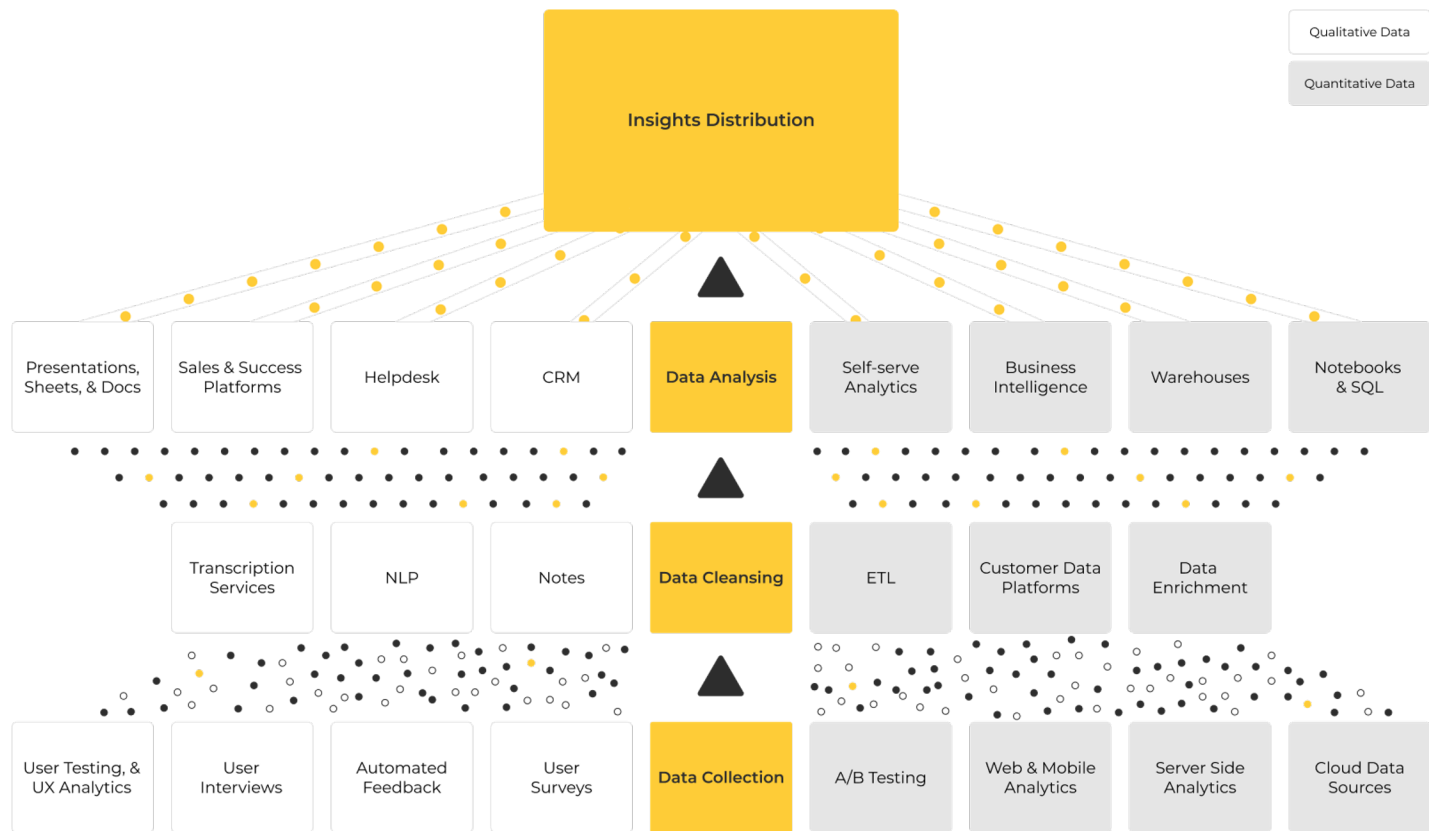






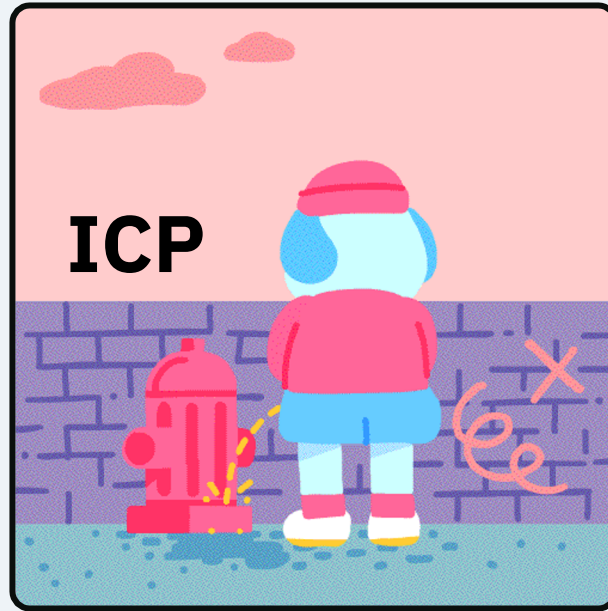


Provide insights to our team to enable faster decisions with maximum impact.



Shared Hypothesis

Shared Hypothesis



Shared Hypothesis



Data Analyst



Product Manager



User Researcher

Shared Hypothesis

 **Data Analyst**

 **Product Manager**

 **User Researcher**

Data Collection

Web & Mobile Analytics

Cloud Data Sources

User Interviews

User Surveys

Shared Hypothesis



Data Collection

Web & Mobile
Analytics

Cloud Data
Sources

User
Interviews

User
Surveys

Data Analysis

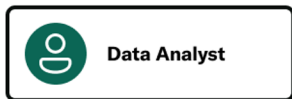
Notebooks
& SQL

Business
Intelligence

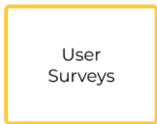
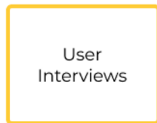
Transcription
Services

Notes

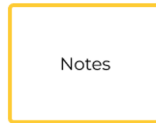
Shared Hypothesis



Data Collection



Data Analysis



Insights Distribution

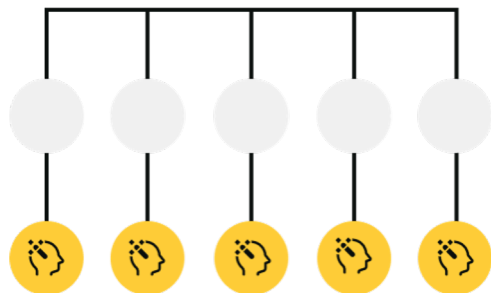




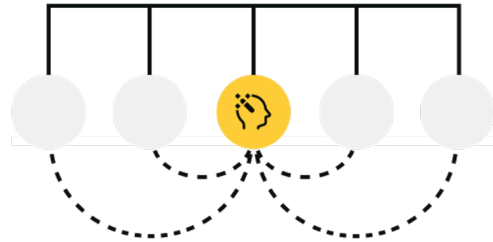
**Reduced
research
repetition**

**Increased Insight
Action**

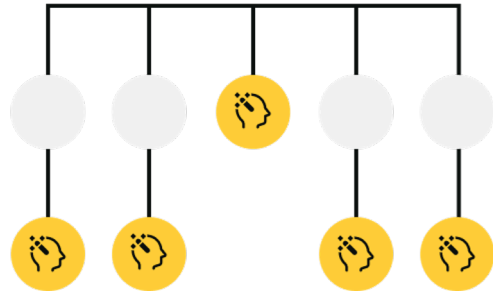
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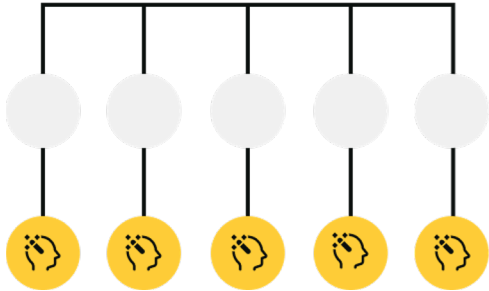
Centralized



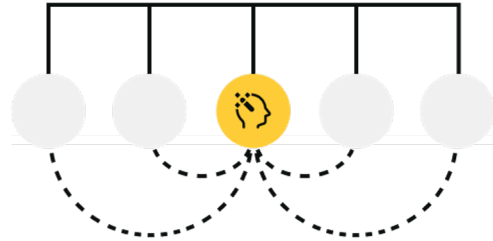
Hybrid



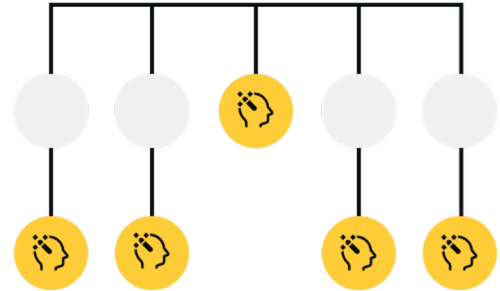
Embedded



Centralized



Hybrid







Good evening

Family plan



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Lane 8 Radio



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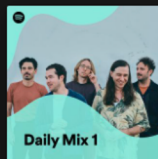


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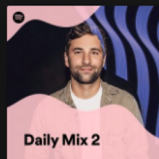
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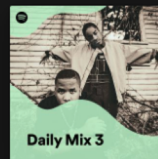
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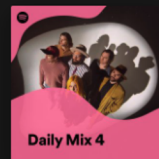
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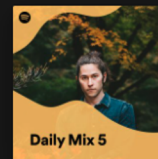
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Thank you



@andrewmichaelsa