# Gerando insights a partir de dados em produtos B2B com muitas funcionalidades

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The Developers Conference 2019 - Recife



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críticos metidos a cientistas analíticos

. . .

curiosos



# Entendendo o negócio e produto

### VTEX



28

países



U\$ 3B

por ano em transações



46%

crescimento ao ano



100.000+

pedidos por dia

































**OSKLEN** 





















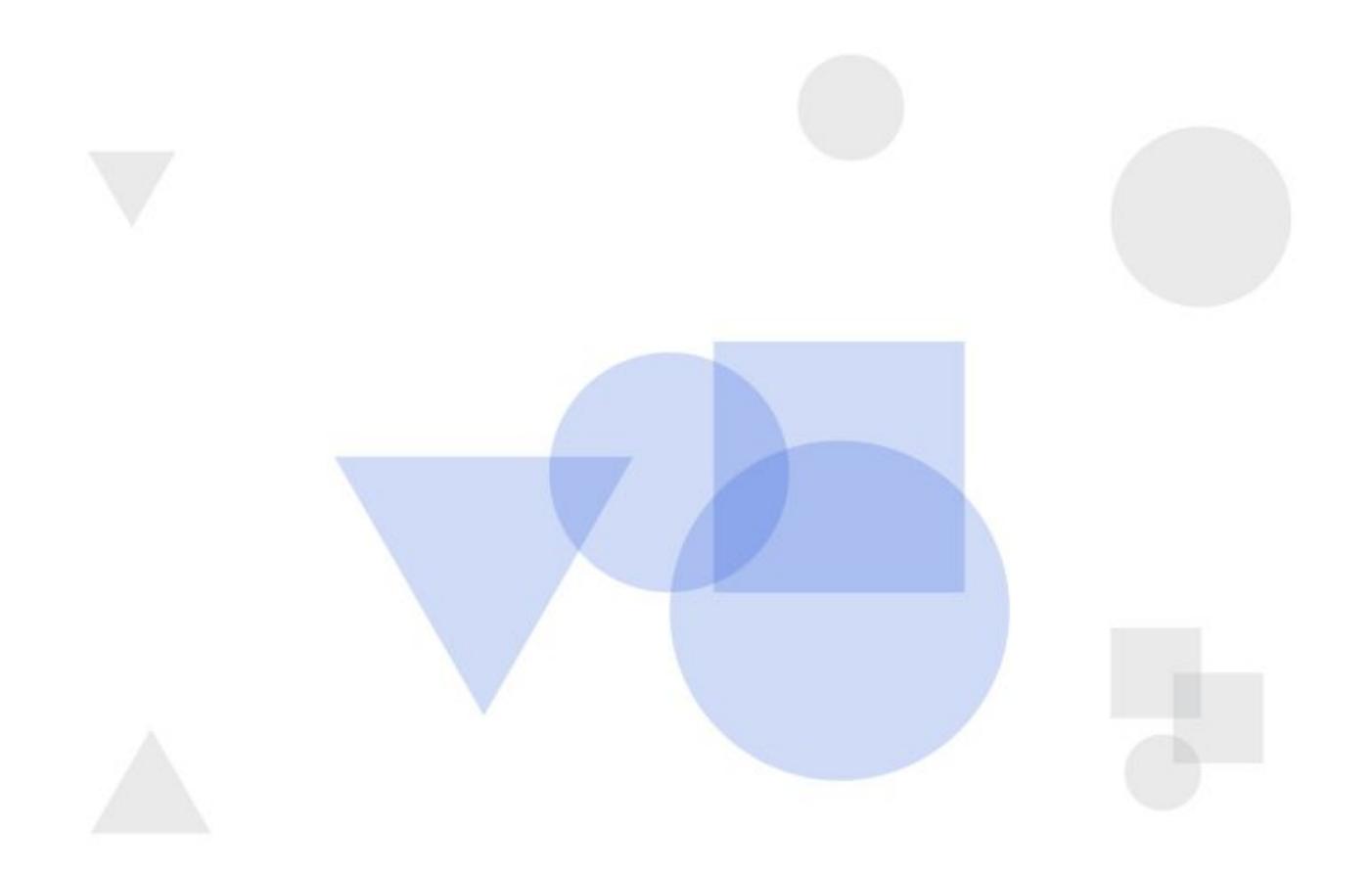


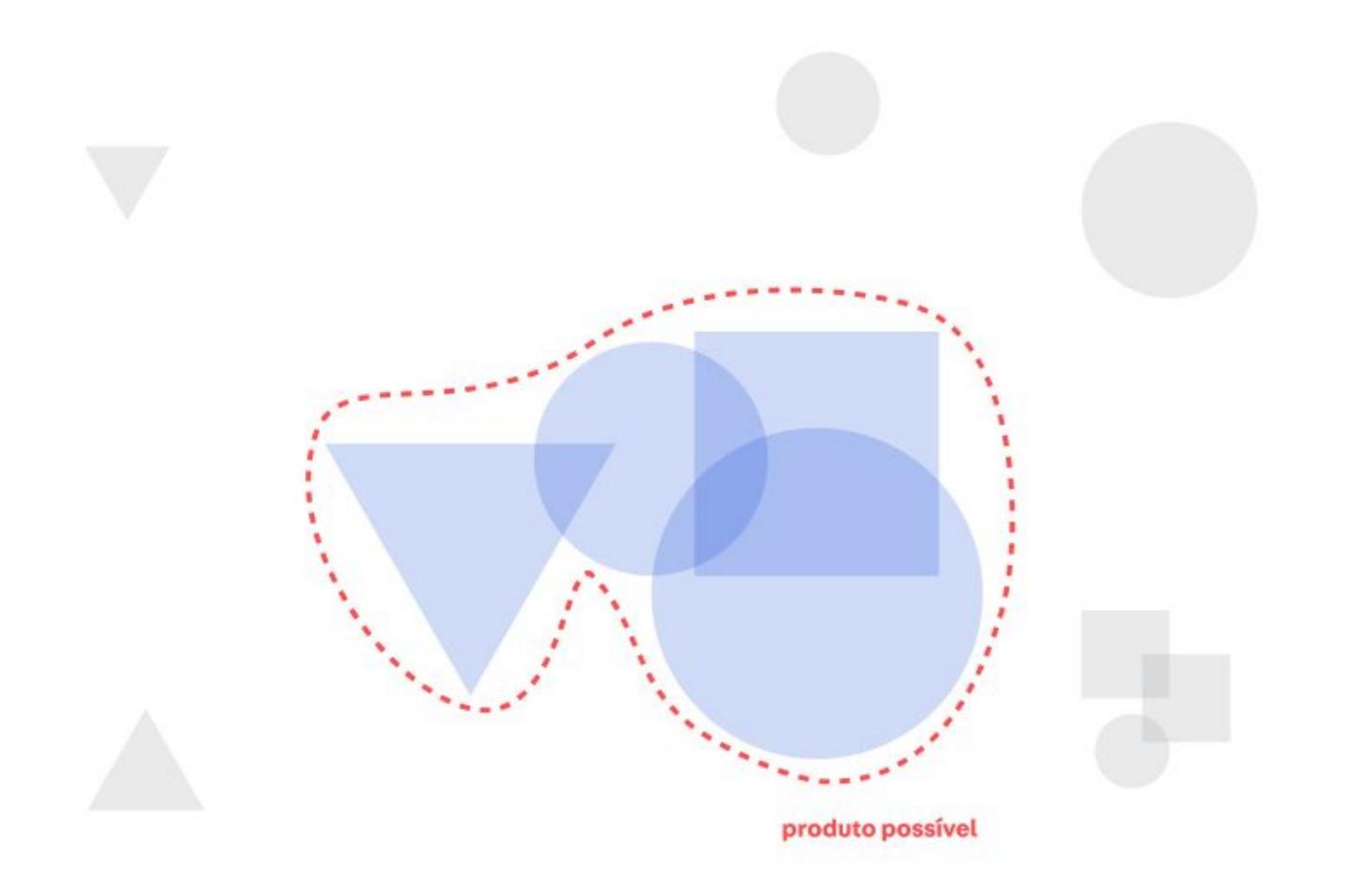
**Panasonic** 

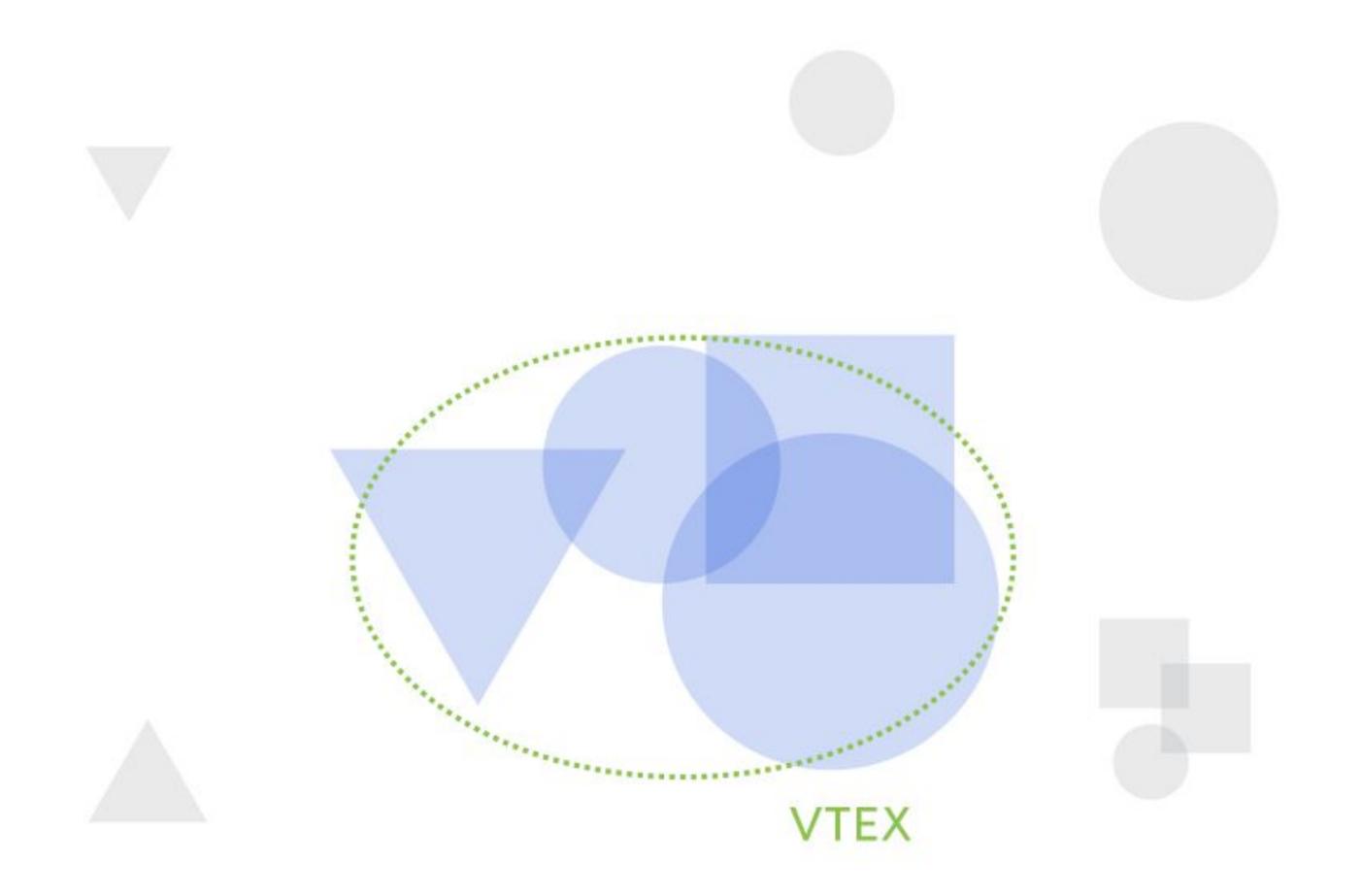


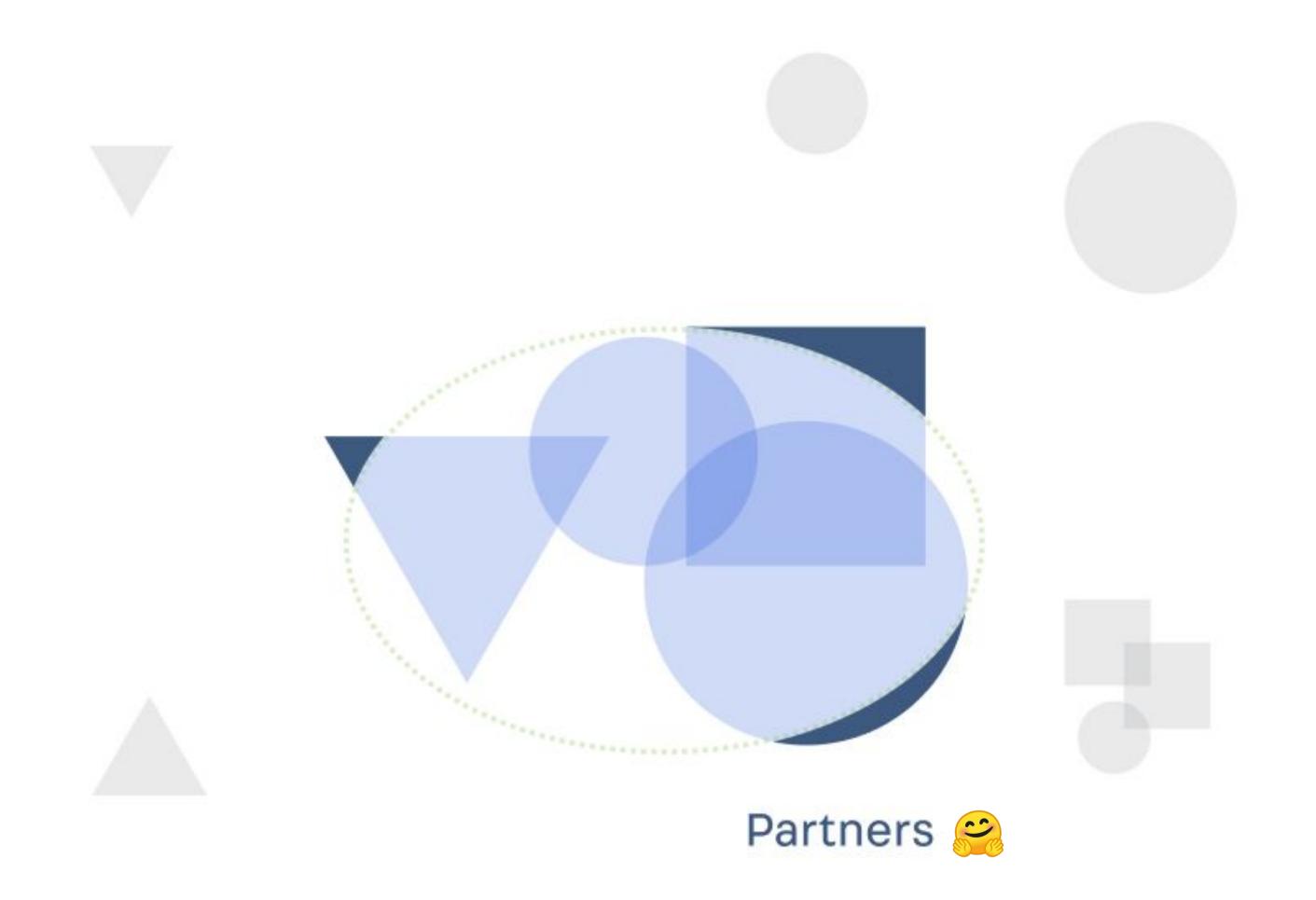


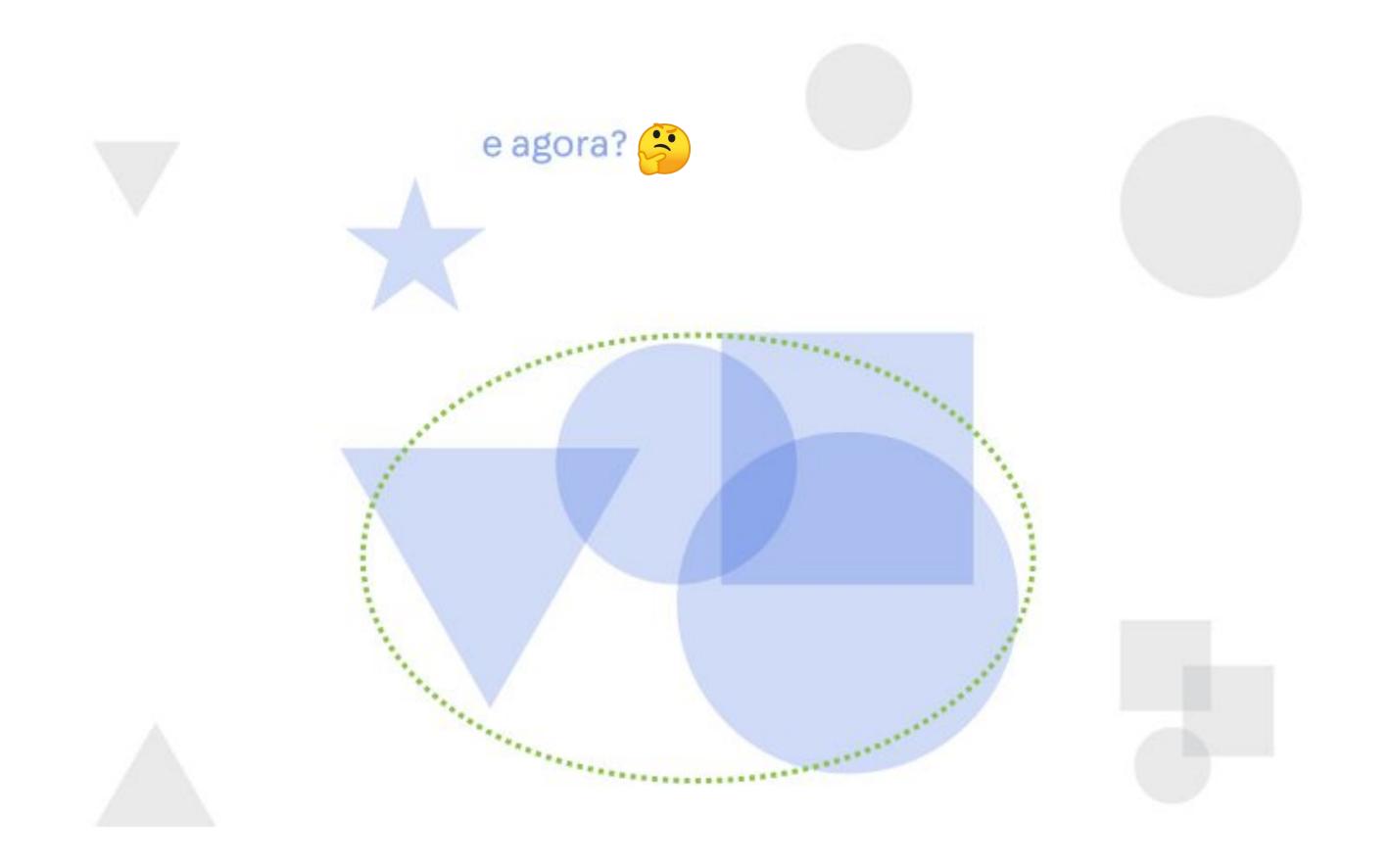


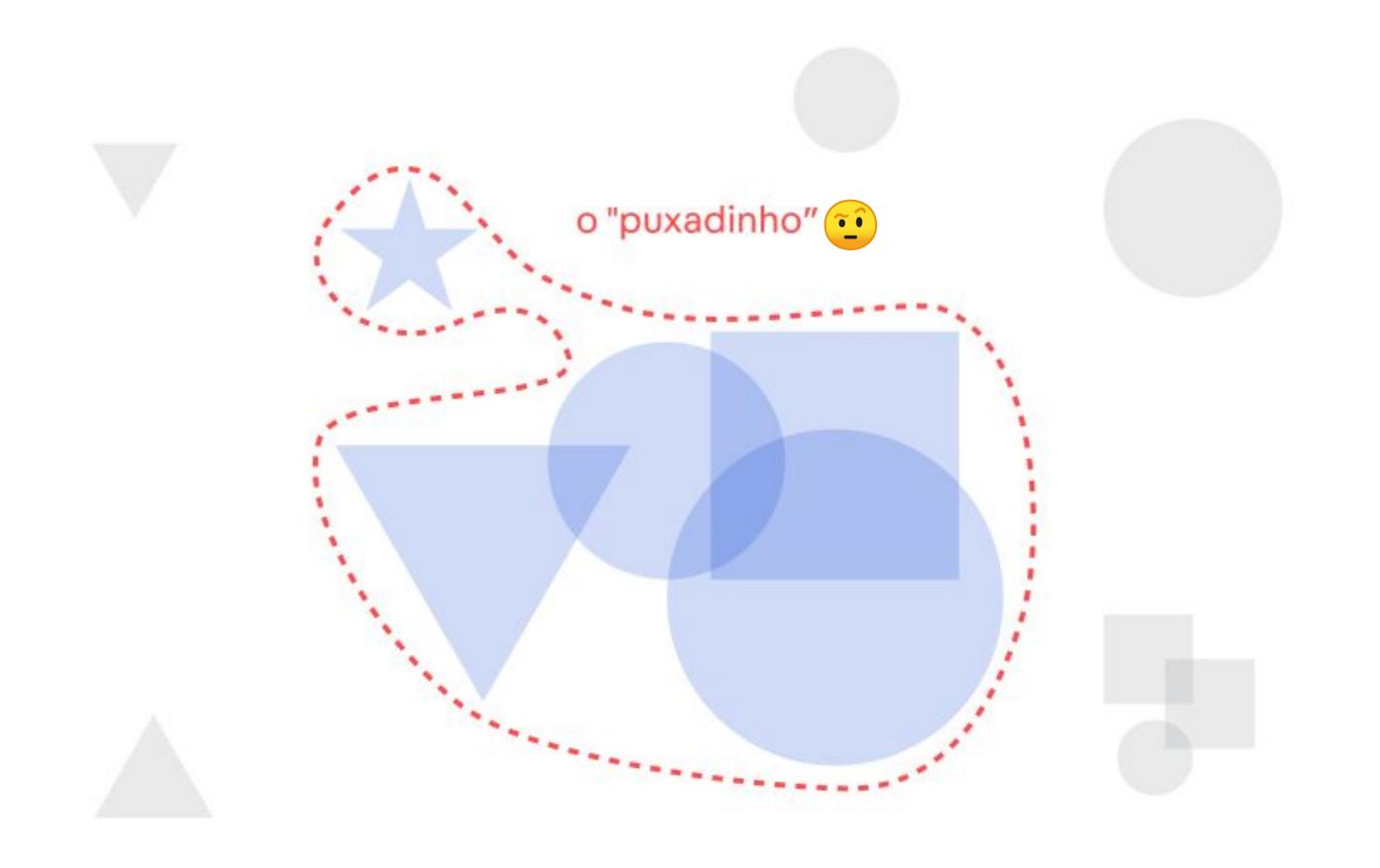


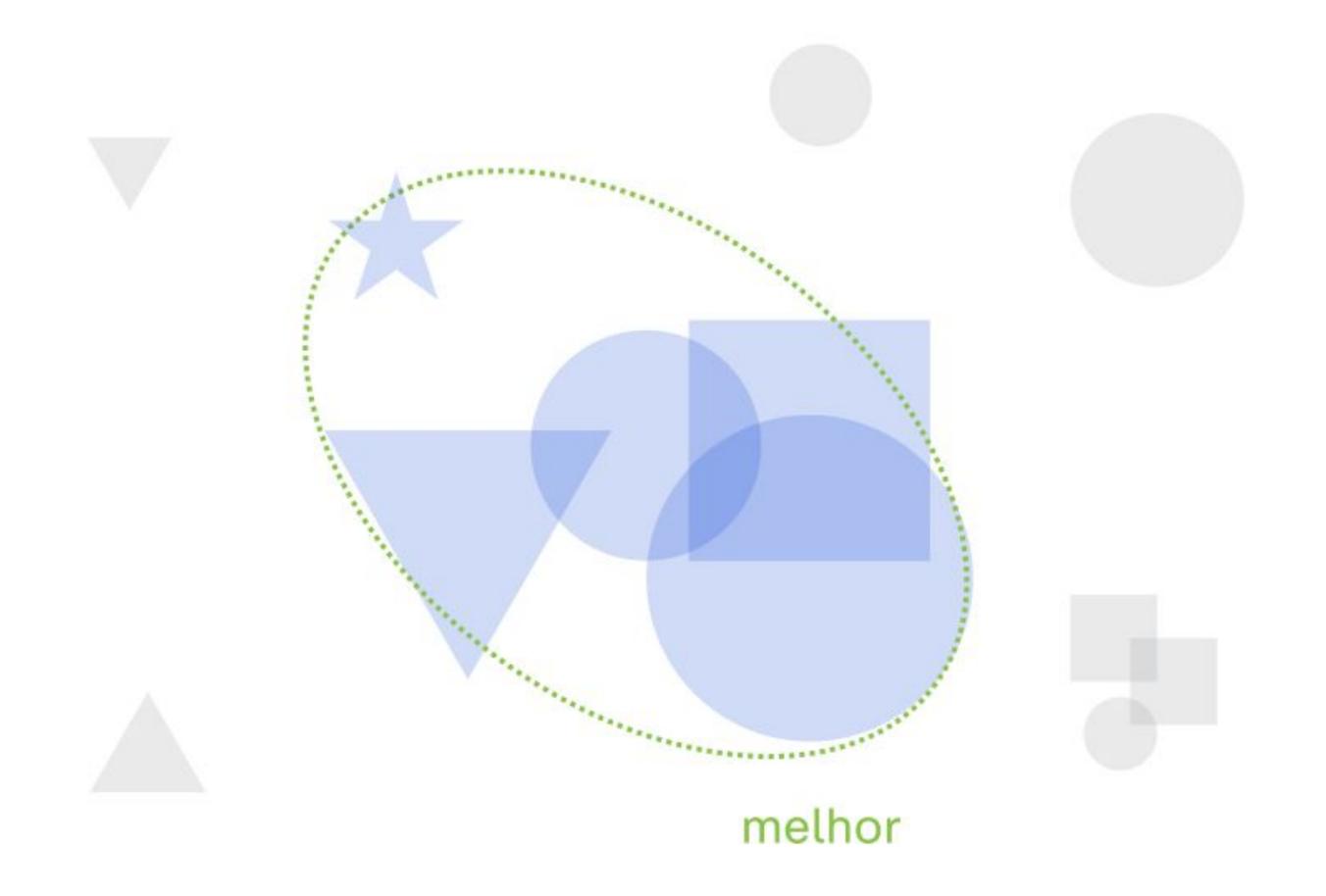






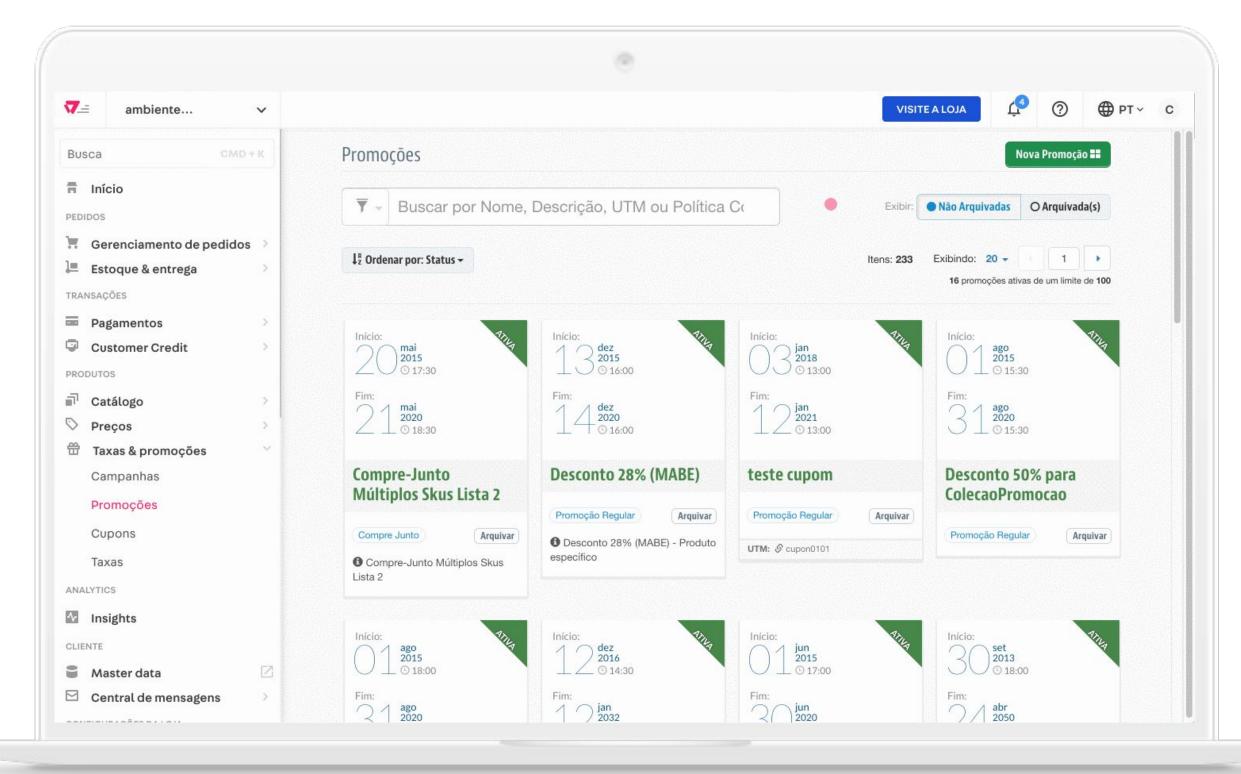






### Admin de Promoções

Módulo onde lojistas gerenciam promoções como descontos, cupons, frete grátis, brindes, etc.





### Por quê?





## Refatoração ou redesign?

#### Refatoração

Tornar a evolução do sistema mais escalável, acelerar desenvolvimento de futuras novas features, melhorar eficiência.

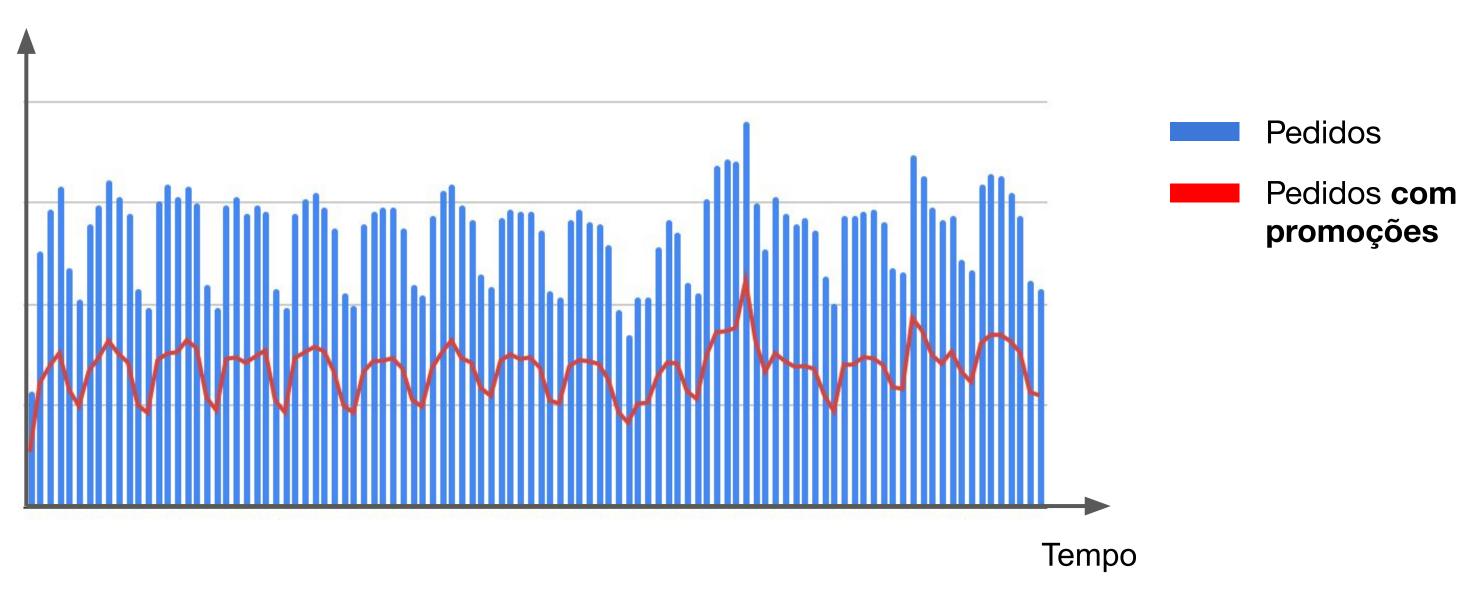
#### Redesign

Repensar conceitos, reorganizar fluxos, corrigir problemas de usabilidade e melhorar consistência com o novo Design System.

## Refatoração + redesign

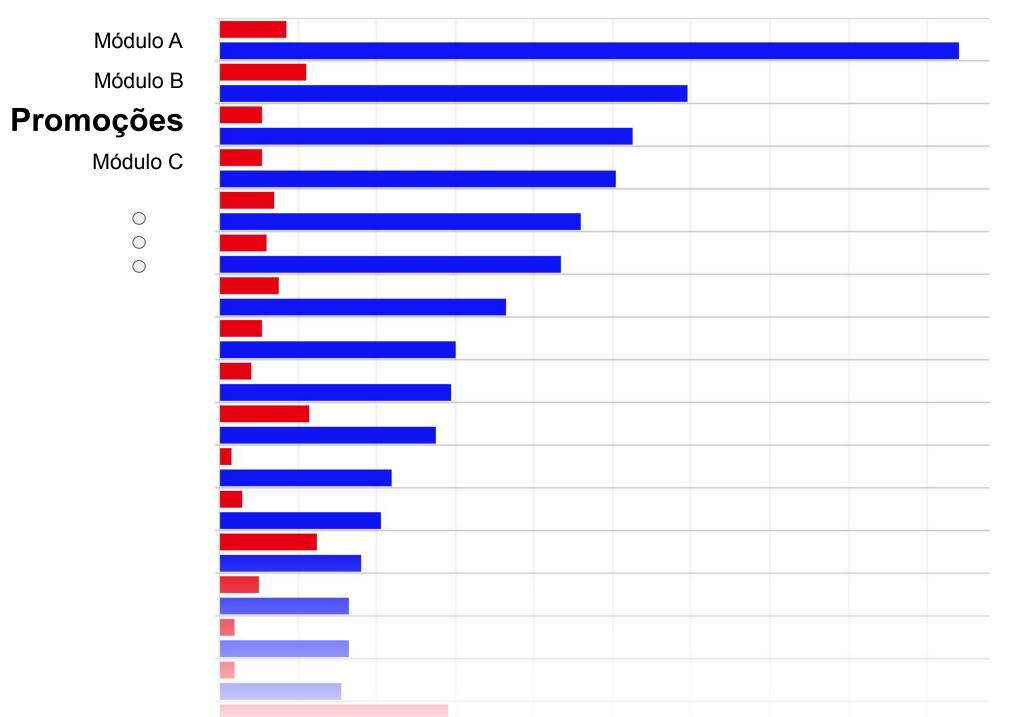
Oportunidade rara de revisitar as estruturas do passado para simplificá-la, melhorar a experiência tanto de devs quanto de usuários.

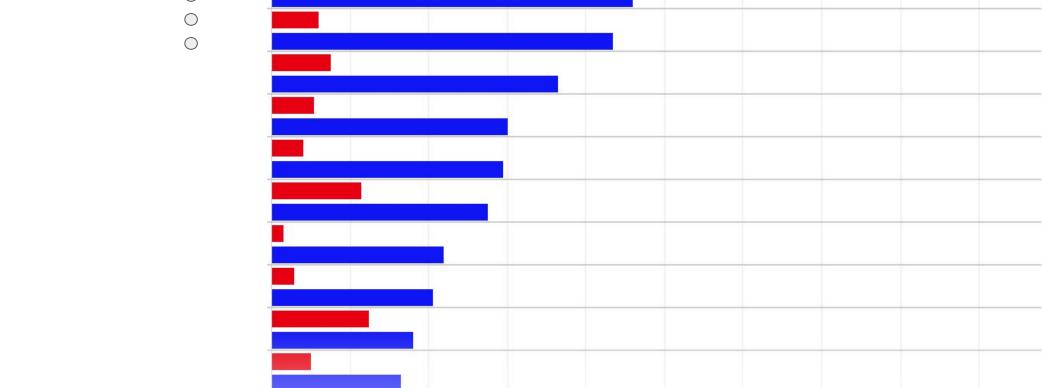






### Demandas de suporte

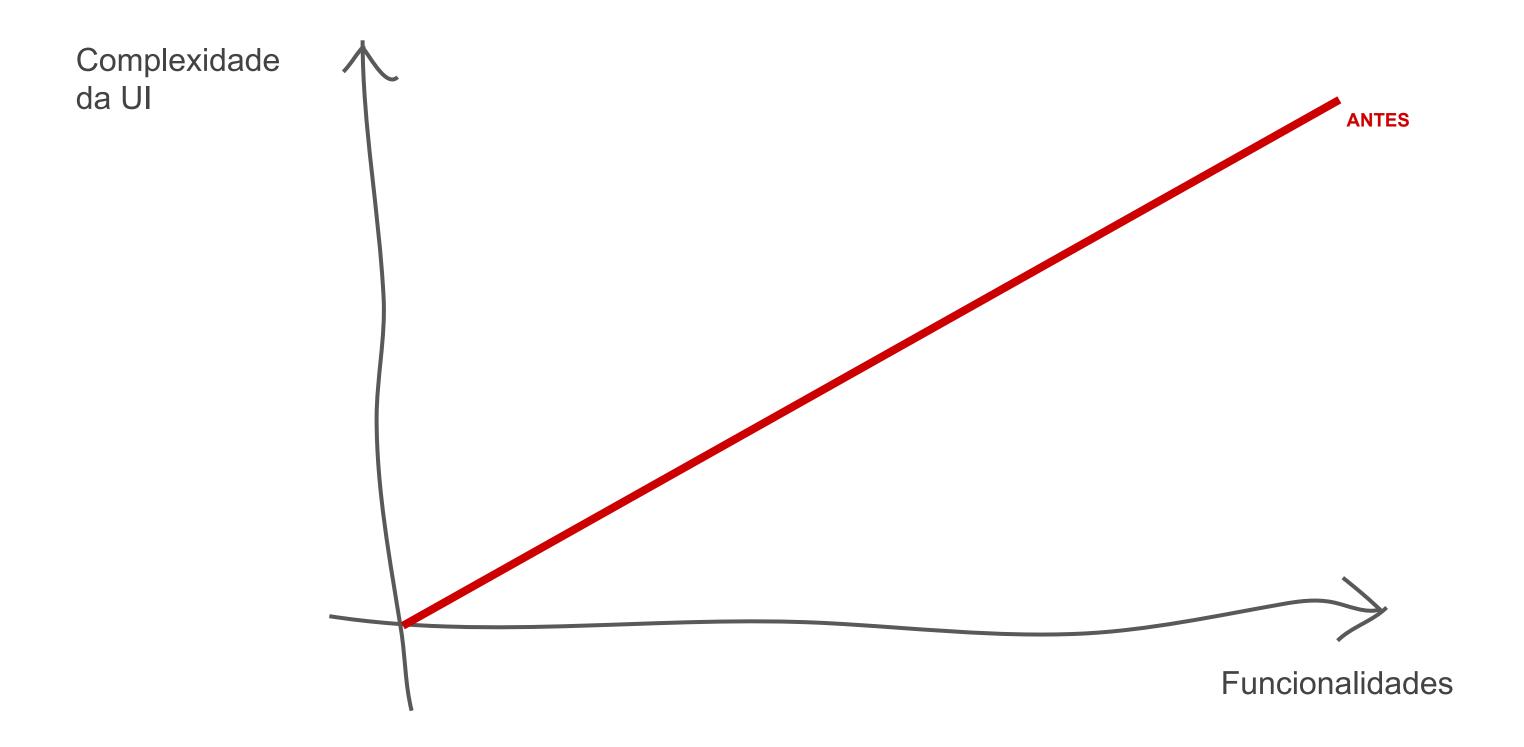




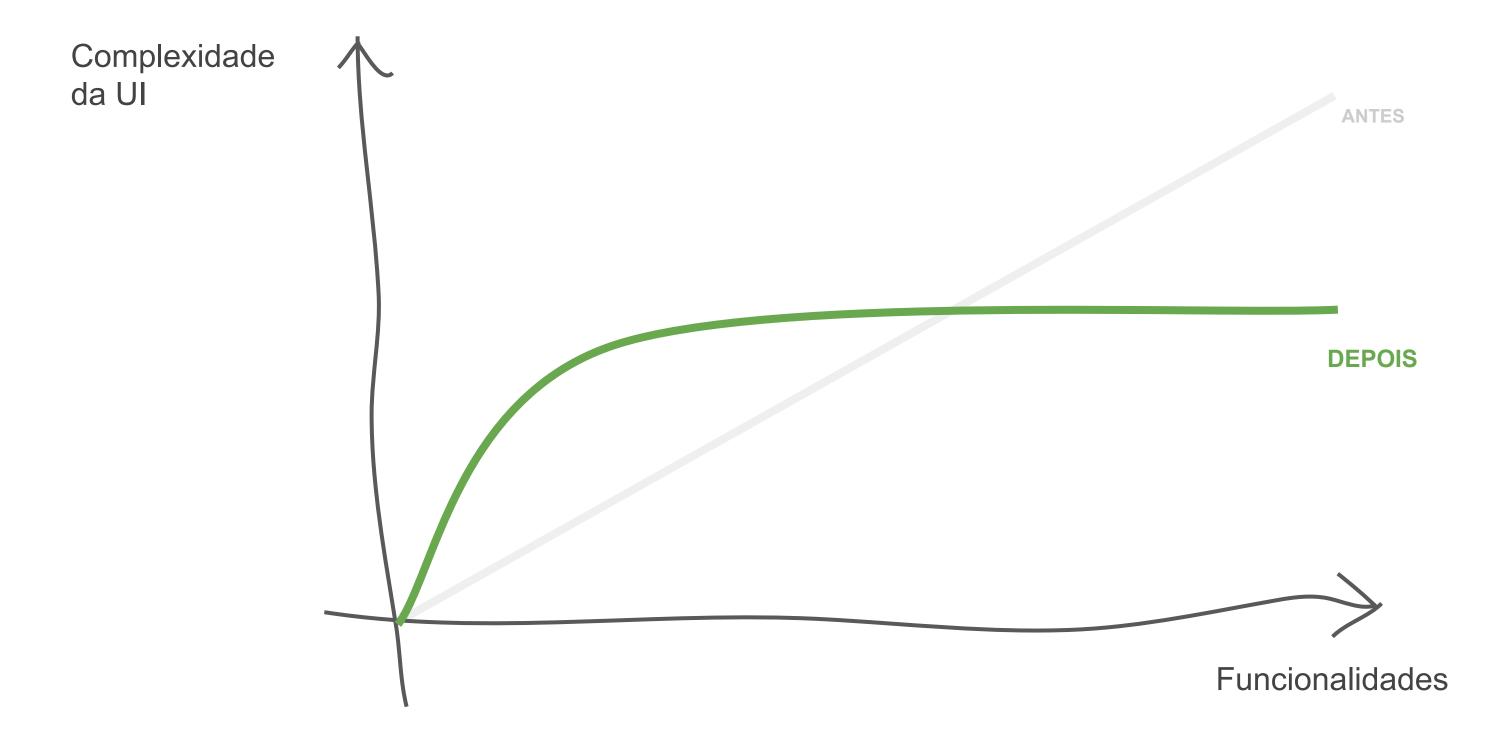


**Incidentes** 

**Perguntas** 

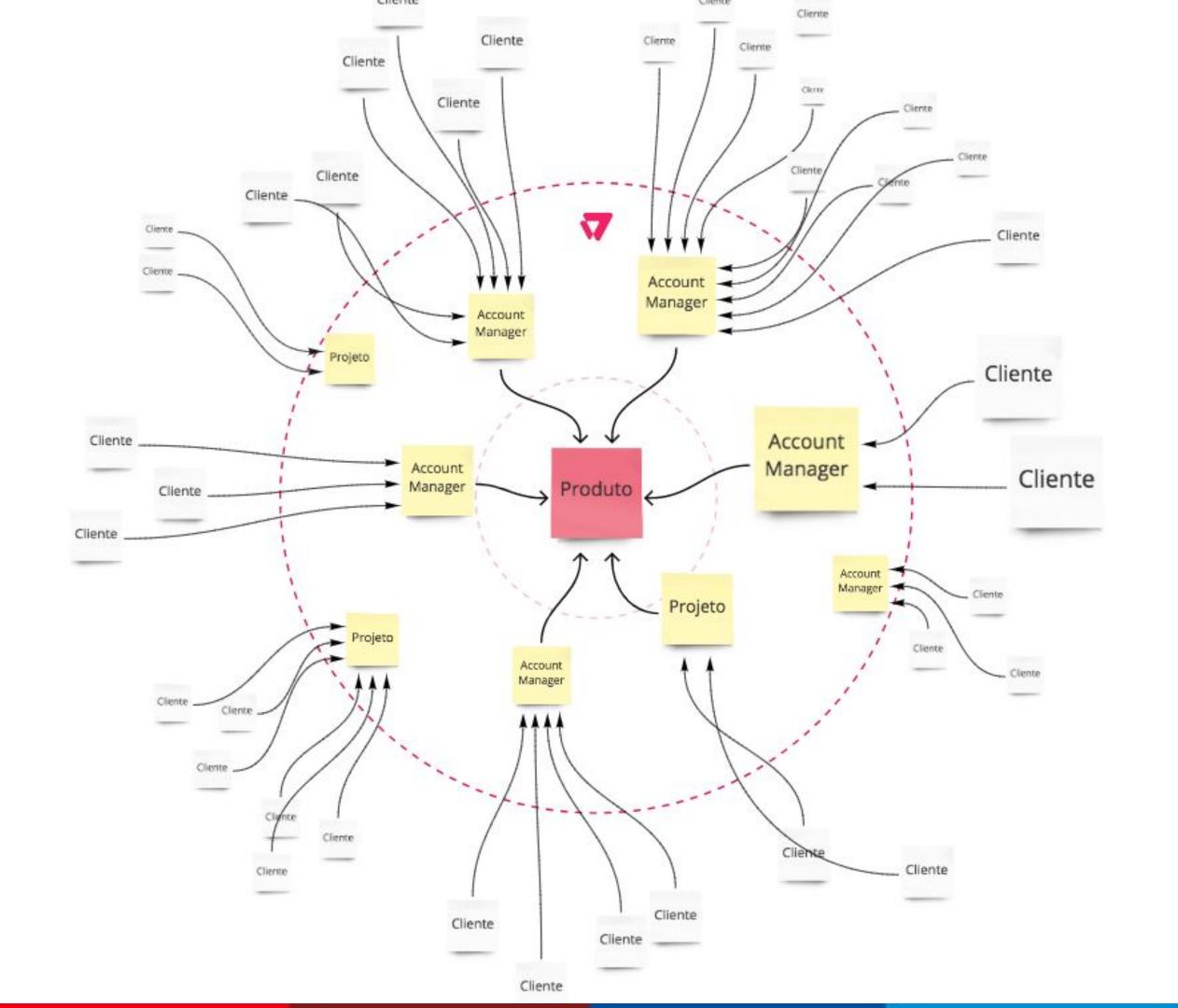






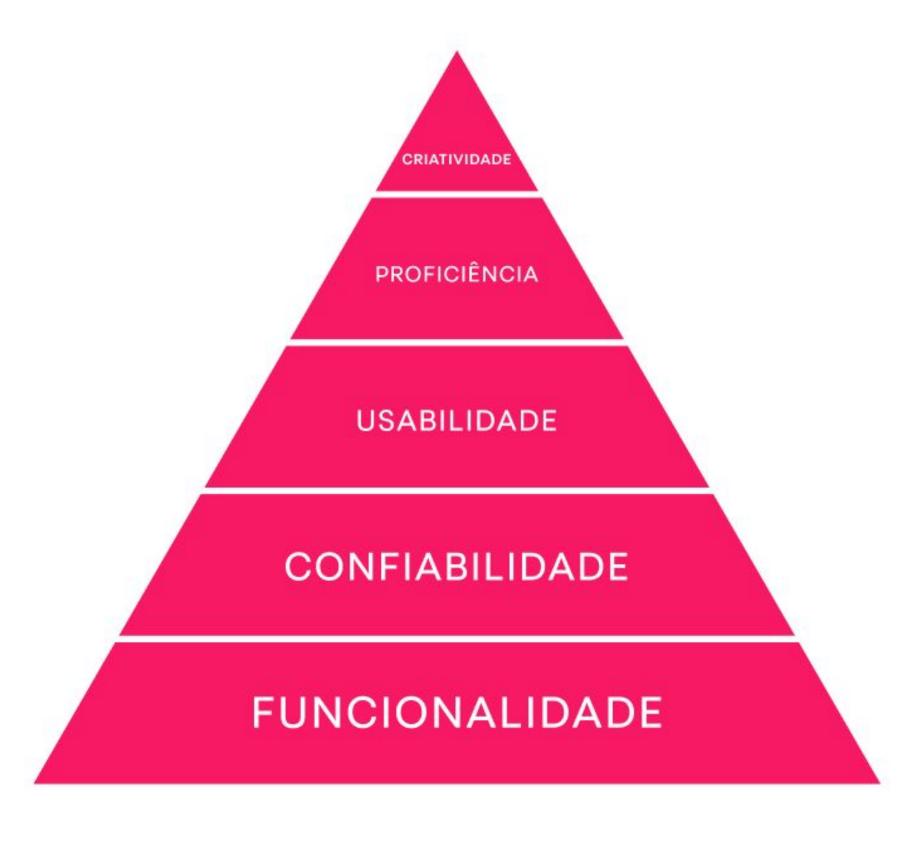


### Levantando hipóteses



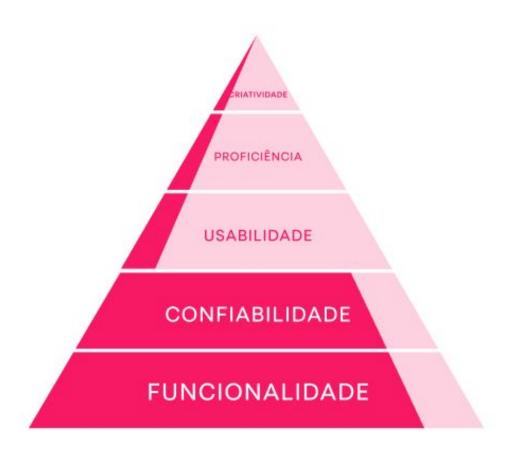
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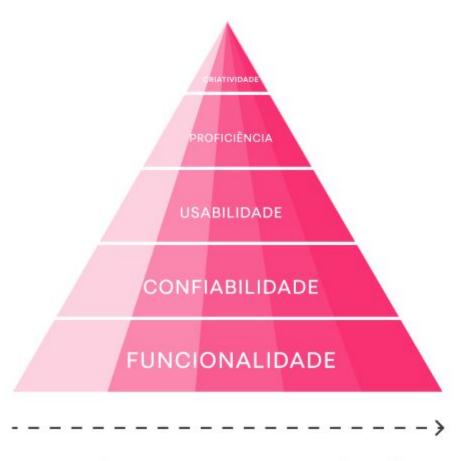




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Foco do produto até então



Evolução esperada de um produto

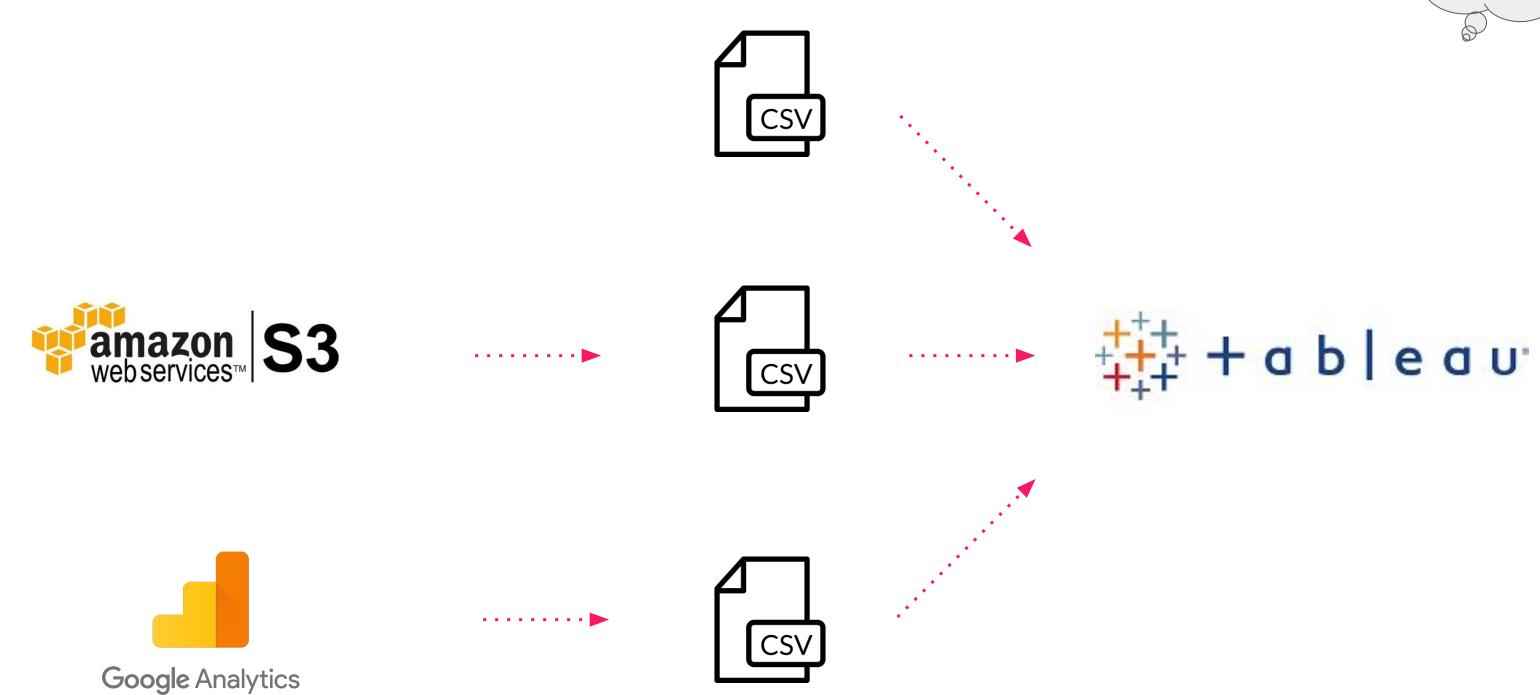


## Validando com dados

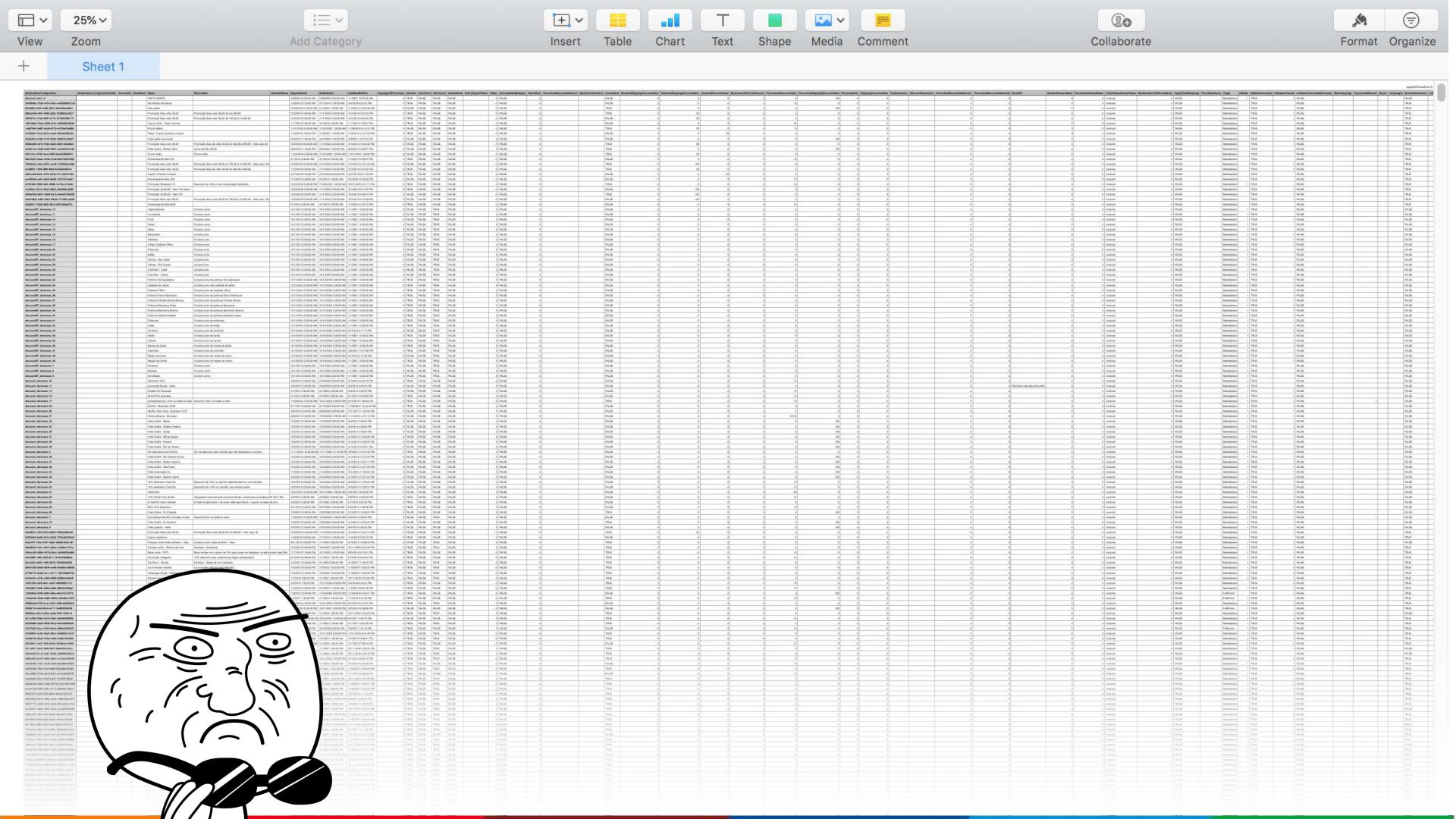
### Objetivos

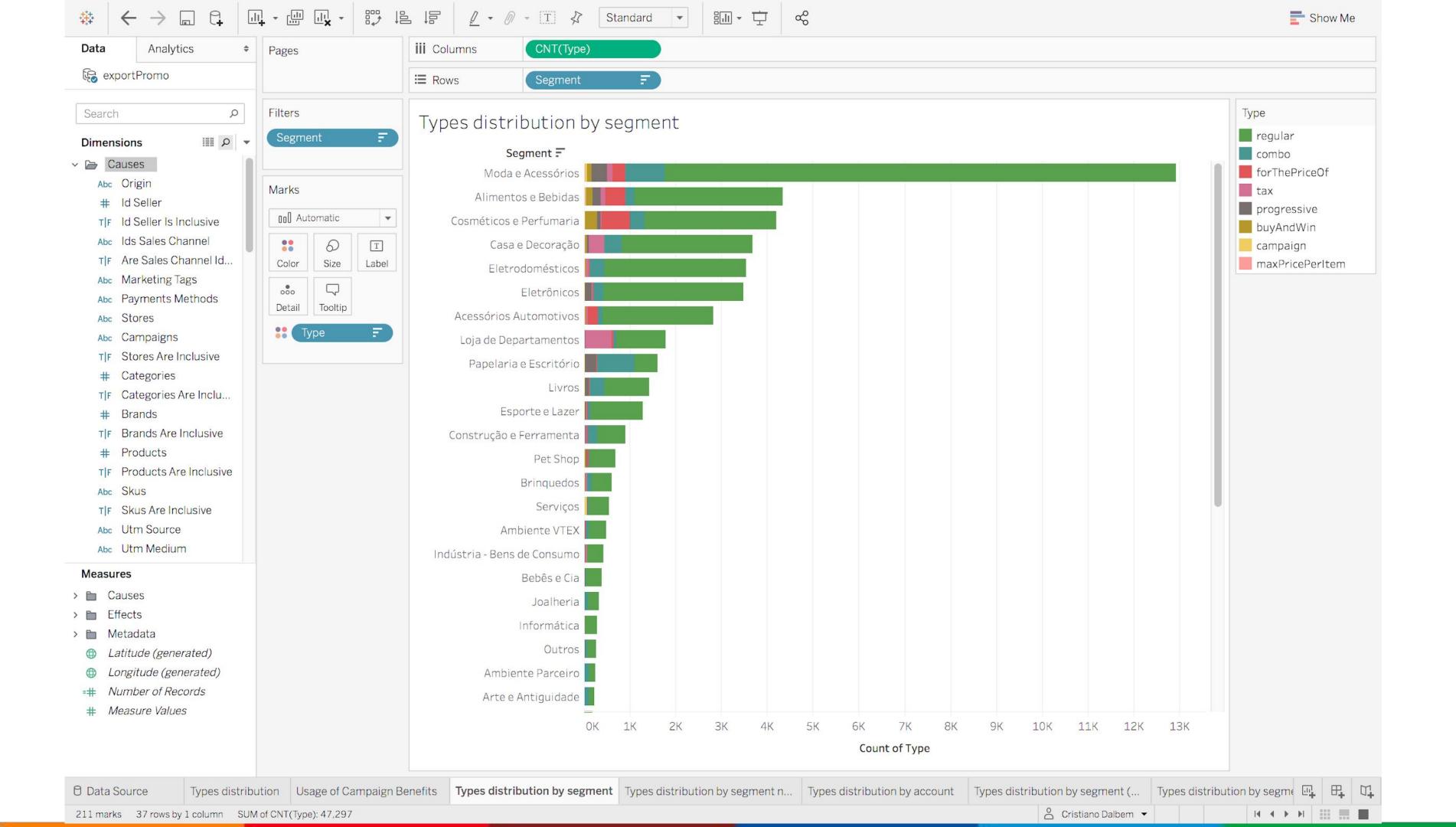
- Validar suposições das entrevistas sobre como os clientes usam o sistema
- Prototipar as métricas de engajamento dos clientes com o módulo de promoções
- Investigar padrões de uso segmentando clientes por tipo de negócio, tamanho, etc.
- Investigar se há dados com comportamento inesperado



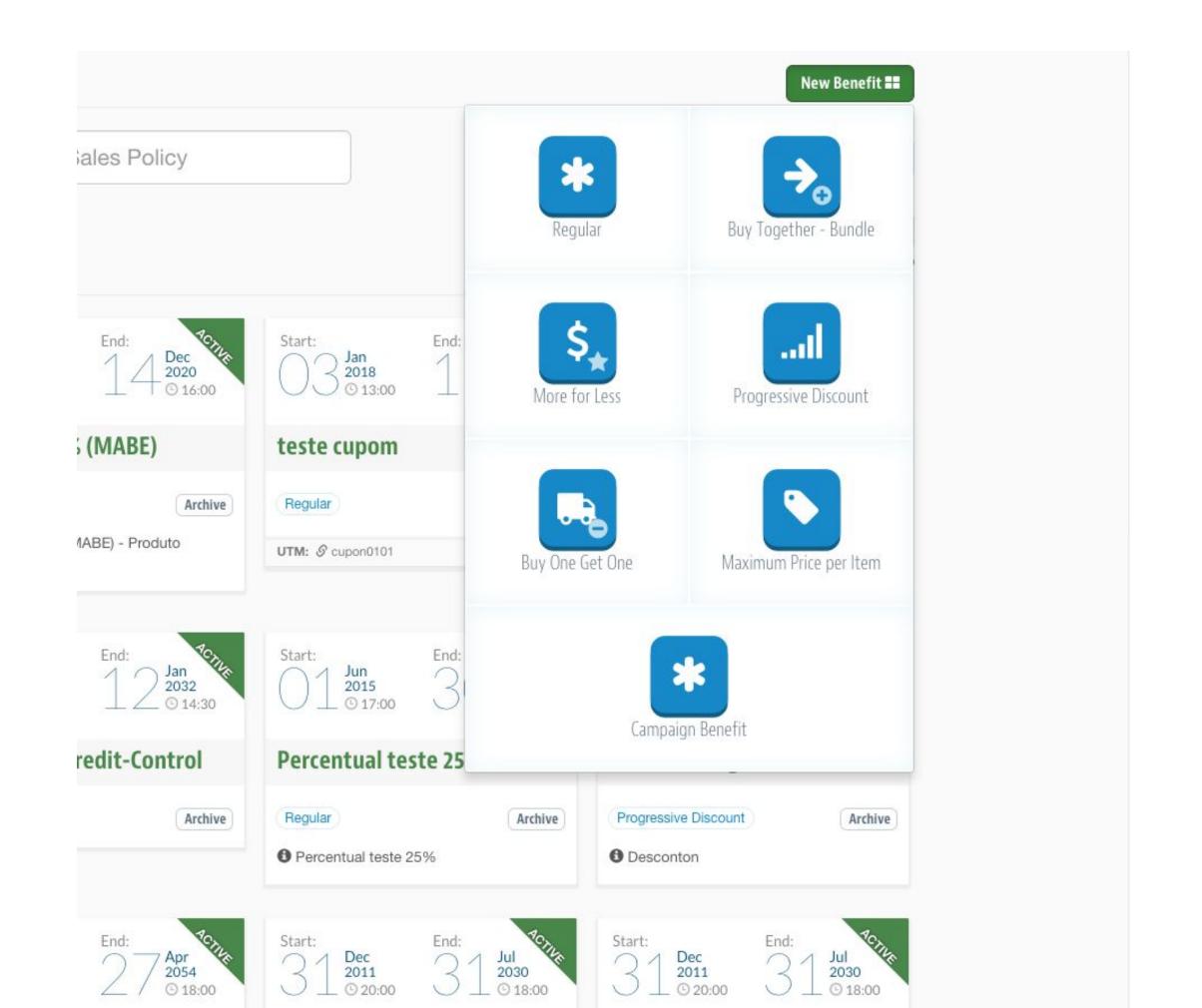




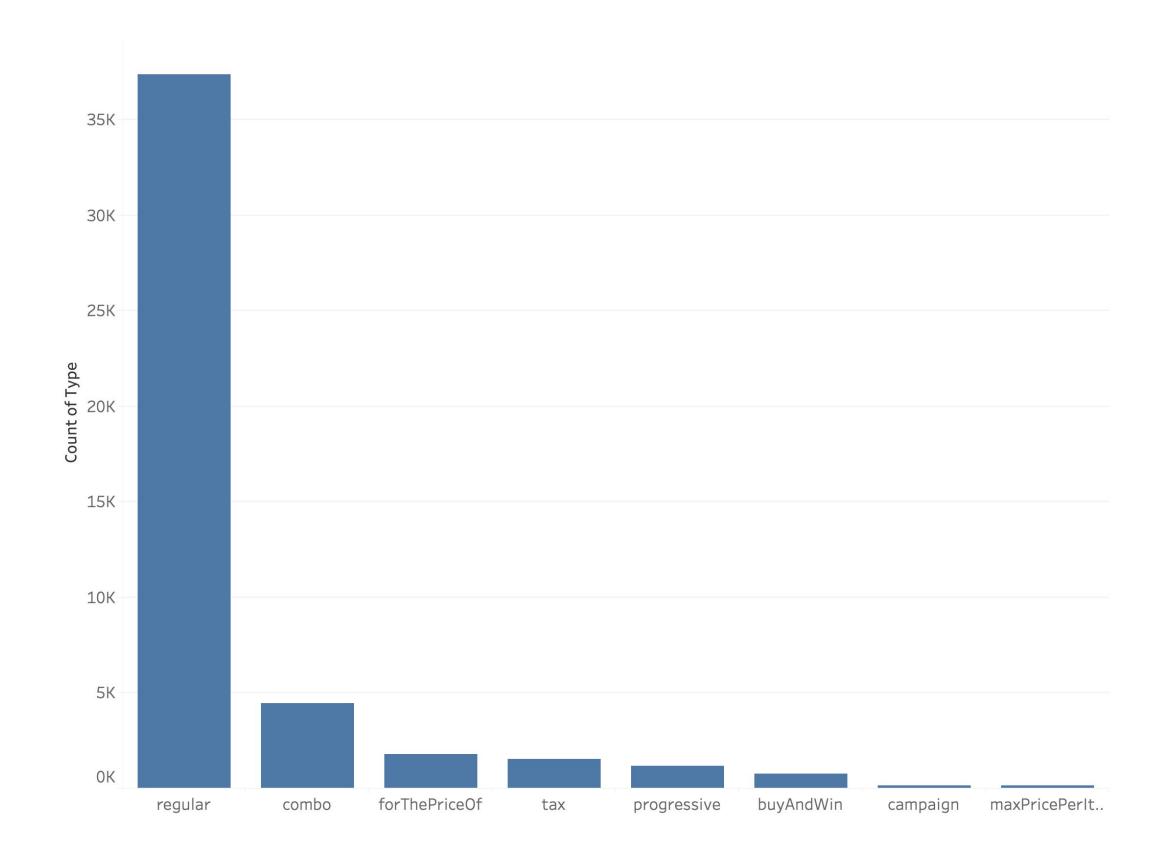




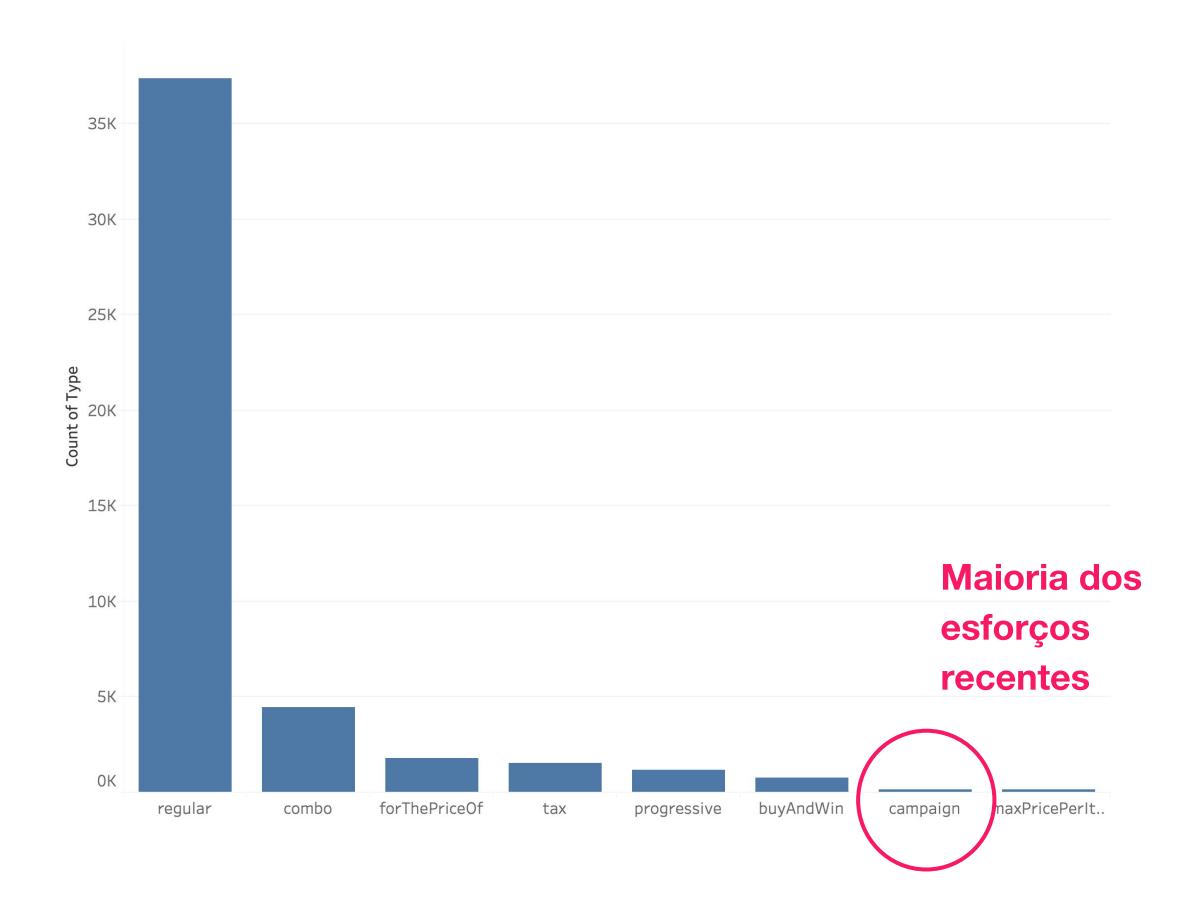
### Uso dos tipos de promoções



### Uso dos tipos de promoções



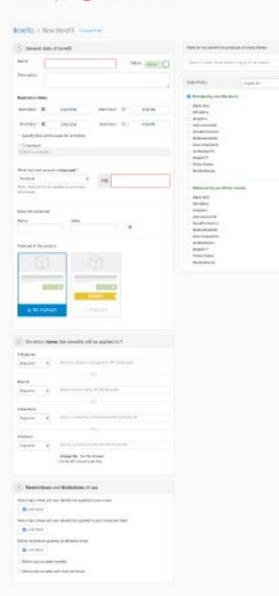
## Uso dos tipos de promoções



### Regular



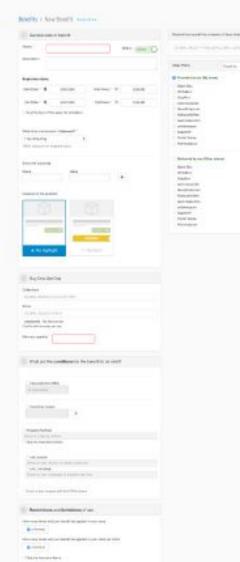
### Campaign benefit



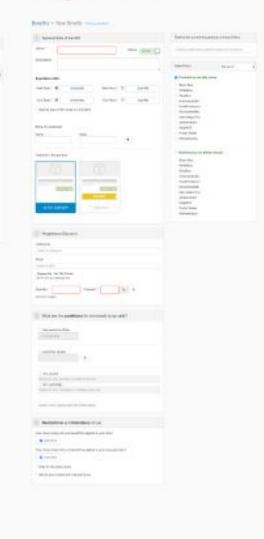
#### More for less



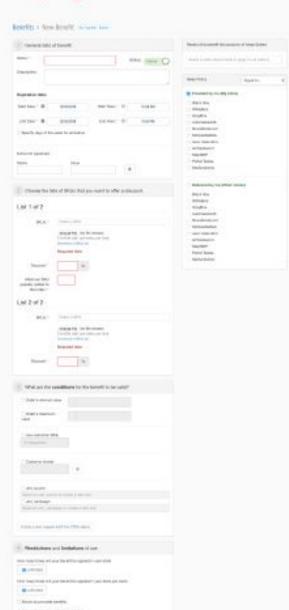
### Buy one get one



### Progressive discount

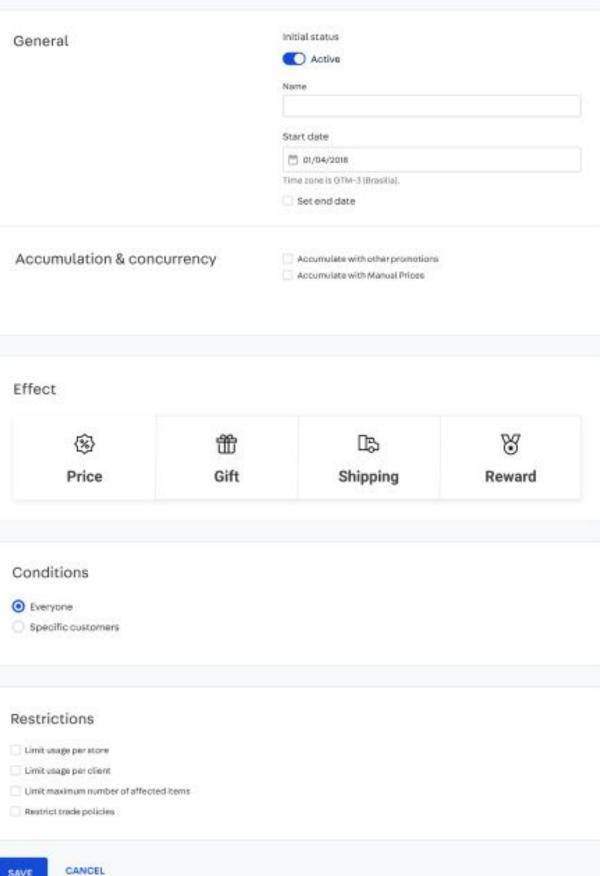


### Buy Together - Bundle



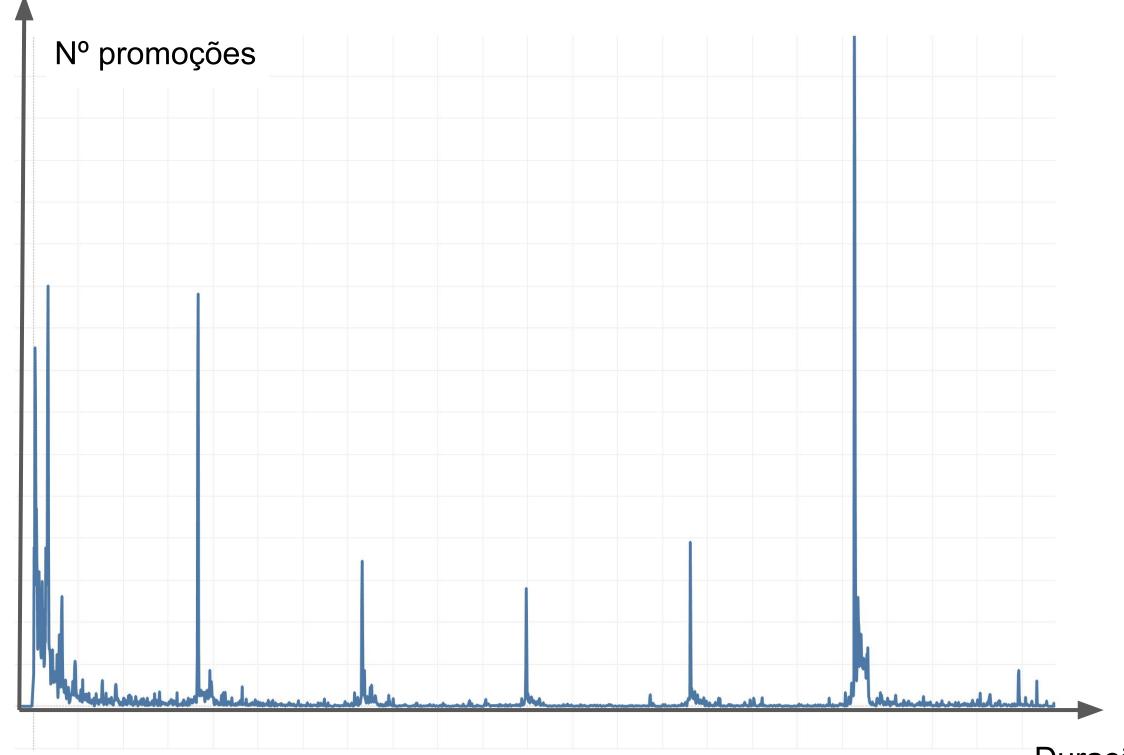


### **New promotion**



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# Durações

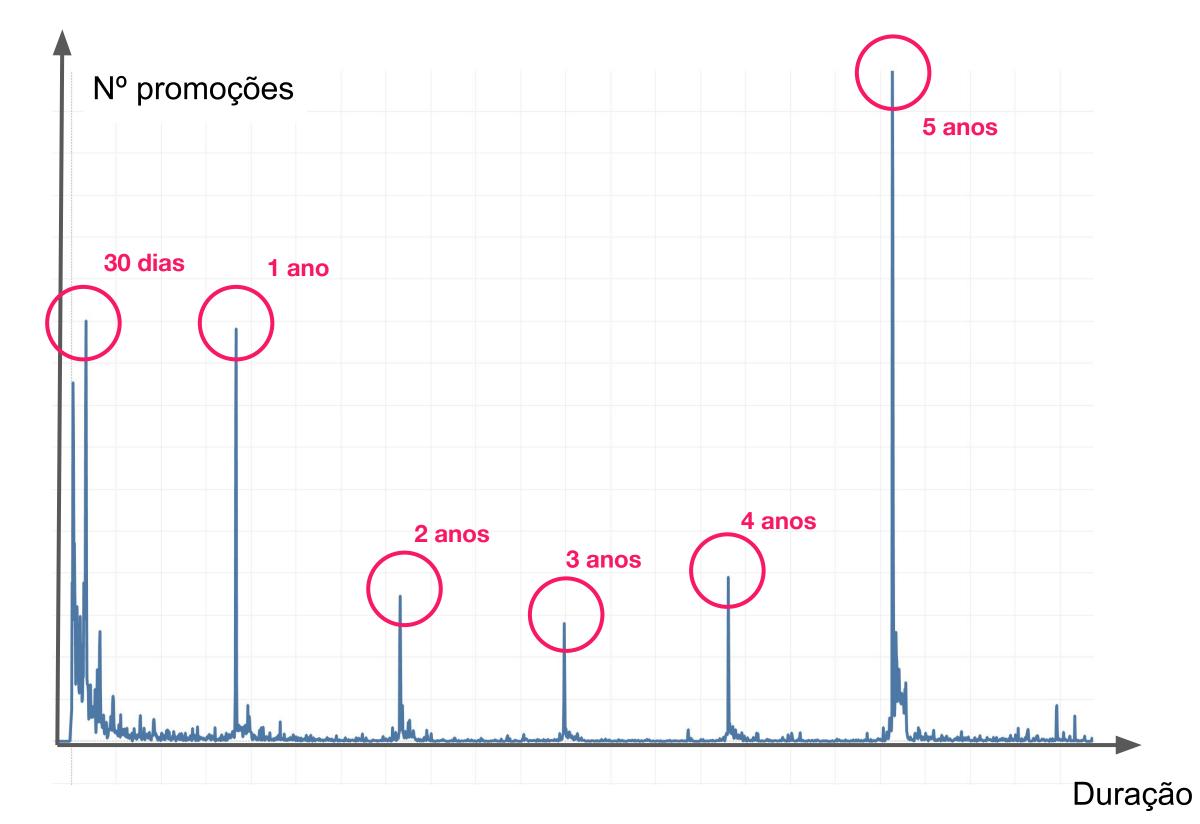




Duração

Gerando insights a partir de dados em produtos B2B com muitas funcionalidades

# Durações





THE DEVELOPER'S CONFERENCE 2019

## Durações

### Start date



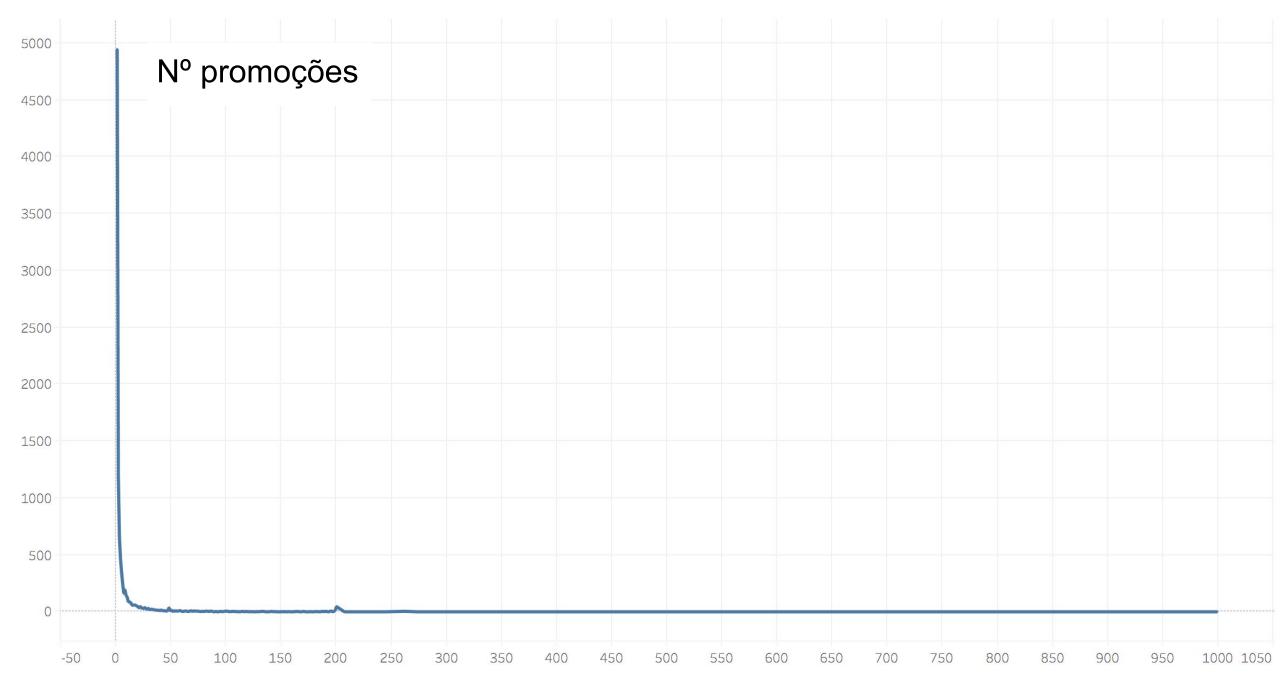
01/04/2018

Time zone is GTM-3 (Brasilia).

Set end date

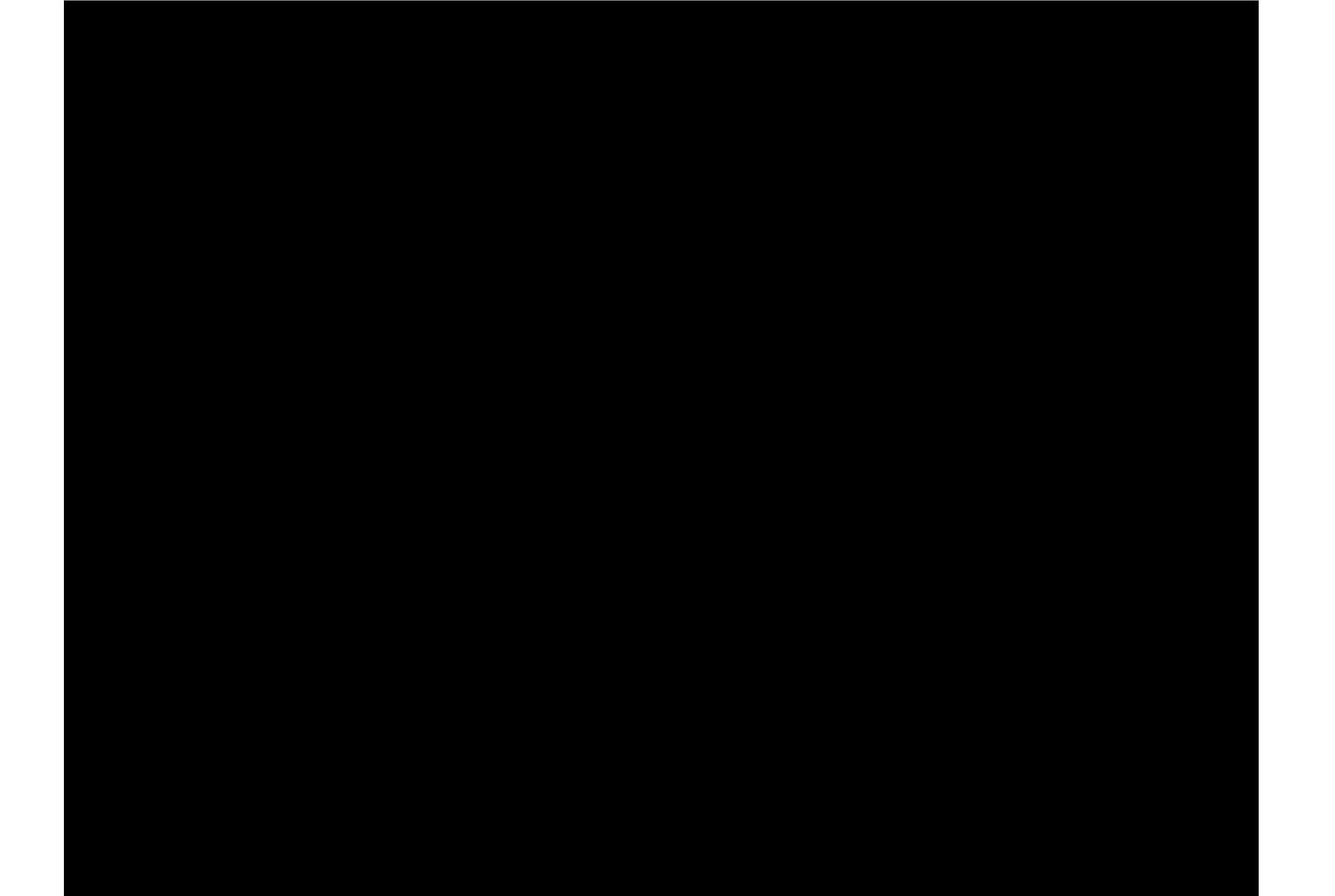


## Produtos atingidos pela promoção



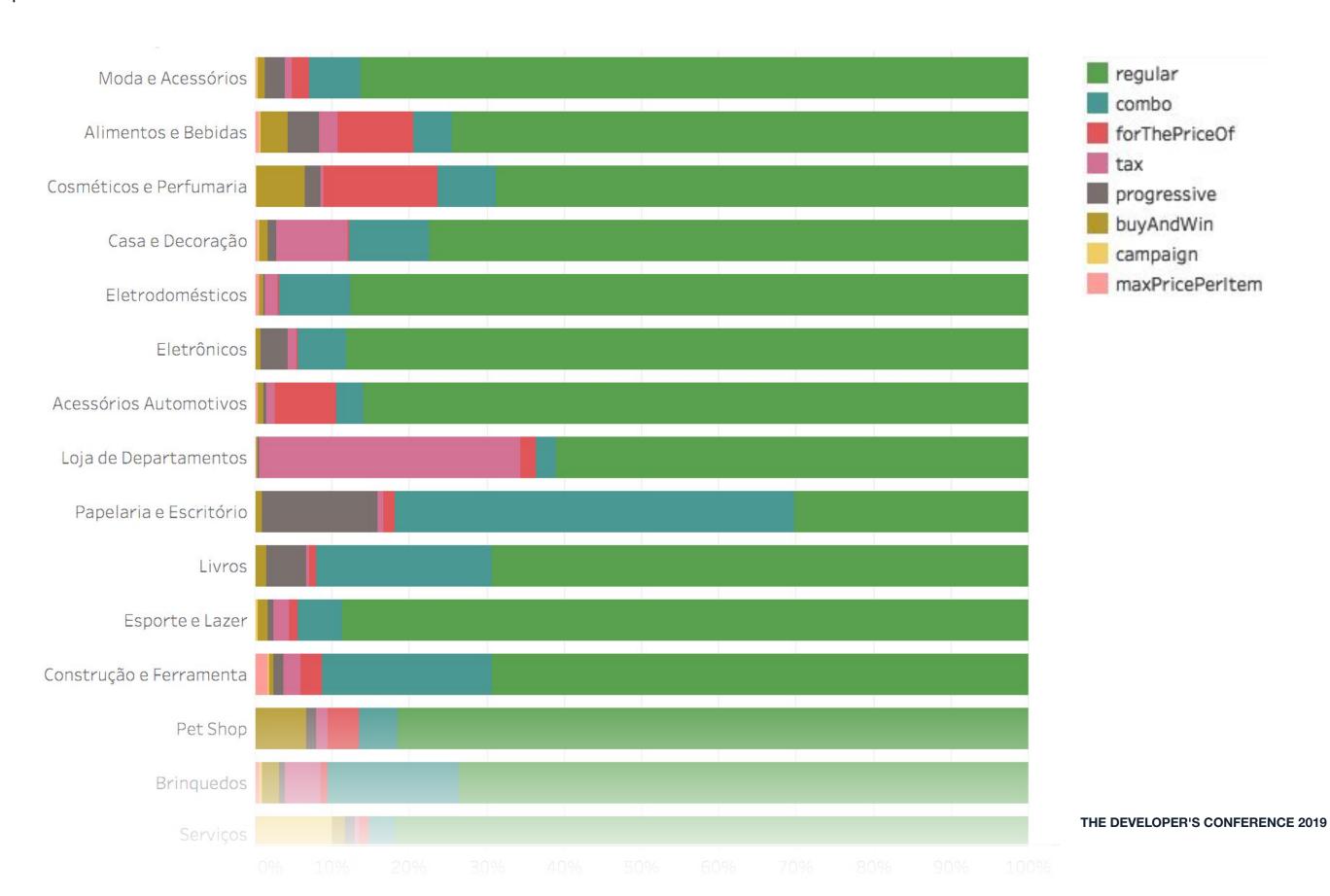
Nº produtos





### Gerando insights a partir de dados em produtos B2B com muitas funcionalidades

# Tipos de promoção por segmentos





# Arqueologia

1		Cause	Regular Pr	omotion	Campaign	(		
2	Class name	Humanized	% Usage	Description	Backend	UI	UI	UI (Builder)
3	Affiliate	Affiliate	1.01%	-	V	~	V	
4	BuyAndWin	not an actual condition	?	Buying a minimum quantity of products in a skus list implies in free shipping, gift or maximum price per item	~	~	V	~
5	Cardissuer			Seems to be a deprecated				~
6	ClusterExpressions	Customer cluster	2.77%	Custom conditions for clustering customers from CRM, such as "newsletter=true"	~	~	V	•
7	Combo	not an actual condition	?	Buying a minimum quantity of products in a skus list A implies in discounts in items of skus in list A and/or in one item of list B	~	~		~
8	FirstBuy	Is customer's first buy	2.53%	Only if it's a customer's first buy.	V	~	~	
9	ForThePriceOf	not an actual condition	?	Promotion of More for Less type. Allows discount in a list of sku B if a minimum quantity of a list sku A is in PC	~	~	~	V
10	GiftListType			Deprecated.	V	-	-	
11	HasBrand	Has product in cart of Brand	5.02%	Presence of products of certain brands.	V	~	V	V
12	HasCategory	Has product in cart of Category	9.59%	Presence of products of certain categories.	V	~	V	V
13	HasCommercialCondition			Deprecated.	V	-	-	
14	HasCoupon			Deprecated.	V	-	-	
15	HasManualPrice	-27	0.00%	Internal cause, if effect is a discount, by default, the promotion will be deactivated	V			
16	HasProduct	Has product in cart of ID	36.64%	Presence of certain products (productIds)	V	~		~
17	HasProductCluster	Has product in cart of Collection	17.00%	Presence of certain collections	V	~	V	~
18	HasSeller	Has product of Seller	33.97%	Products in the cart are provided by specific sellers.	~	V	V	
19	HasSkus	Has product in cart		Presence of certain skus	~	~	V	~
20	HasTradePolicy	Sales channel filter	54.20%	List of sales channels in which this promotion will be applied.	V	V		
21	InstallmentCount	Installments count	1.83%	Acceptable range for number of installments chosen.	~	V	V	V
22	ItemPriceRange	Cart items are within price range	0.20%	Applies the promotion only if all items are inside a range	V	V	V	
23	ListPriceEqualsPrice	List price and final price are equal	2.80%	If "from" and "to" prices are different. The list price is a Pricing setting.	V	~	V	•
24	ListPriceNotEqualsPrice	List price and final price are different	2.80%	Same as ListPriceEqualsPrice.	V	V	V	
25	MarketingTag	Has marketing tag	0.06%	It is a generic cause. Evaluates if the PC contains a marketing tag (string) that matches any of the marketing tags listed.	~	~	~	•
26	MaxCalculatorUsage			Deprecated.	V			scope
27	MaxCouponUsage	Has coupon usage limit	?	Configurable in Coupon admin	V	-		scope
28	MaxUsage	Maximum usages	8.86%	Maximum number of times this Promotion can be activated for all orders of the store.	V	V	V	scope
29	MaxUsagePerClient	Maximum usages per client	19.74%	Maximum number of times this Promotion can be activated per client.	V	V	V	scope
30	MinimumQuantity		15.25%					
31	Merchant			Seems to be deprecated.	V	-	-	
32	OrderTotalOverX			Deprecated.	V	-	V	V
33	Origin			Wheter the promotion applies to the Marketplace or Fulfillment domain.	V	~	V	

1		Caus	20				Regular Pro	omotion	Campaign		C	
2	Class name	Humanized	% Usage	Description	1		Backend	UI	UI	UI (Bu	ilder)	
3	Affiliate	Affiliate	1.01%	ā.			~	V	V			
4	BuyAndWin	not an actual condition	?	Buying a minimum quantity of products in a skus list mplies in free shipping, gift or maximum price per tem			V	~	V	~		
5	Cardissuer	Hi		Seems to be a deprecated						~		
6	ClusterExpressions	Customer cluster	2.77%	Custom conditions for clustering customers from CRM, such as "newsletter=true"			V	V	~	•		
7	Combo	not an actual condition	?	Buying a minimum quantity of products in a skus list A implies in discounts in items of skus in list A and/or in one item of list B			V	~		V	,	
8	FirstBuy	Is customer's first buy	2.53%	Only if it's a customer's first buy.			~	~	~			
9	ForThePriceOf	not an actual condition	?	Promotion of <i>More for Less</i> type. Allows discount in a list of sku B if a minimum quantity of a list sku A is in			~	~	~			
10	GiftListType	1		Deprecated -	15	Hasmanuau II	æ					necessarian will be depart.
11	HasBrand	Has product in cart of Brand	5.02%	Presence c							- 42 GFD 10 1	promotion will be deactive
12	HasCategory	Has product in cart of Category	9.59%	Presence o	16 HasProduct			Has product in cart of ID			36.64%	Presence of certain produ
13	HasCommercialCondition HasCoupon			Deprecate 17 HasProductClu			ster	Has proc	Has product in cart of Collection		17.00%	Presence of certain collec
15	HasManualPrice	120	0.00%	nternal ca 18 HasSeller				Has product of Seller			33.97%	Products in the cart are p
16	HasProduct	Has product in cart of ID	36.64%	Presence c	19	Hackleye		Has product in cart				
17	HasProductCluster	Has product in cart of Collection	17.00%		19	HasSkus		The product in care				Presence of certain skus
18	HasSeller	Has product of Seller	33.97%	Products in	20	HasTradePolic	/	Sales channel filter			54.20%	List of sales channels in w
19	HasSkus	Has product in cart		Presence c								applied.
20	HasTradePolicy	Sales channel filter	54.20%	List of sale applied.	21	InstallmentCou	int	Installments count			1.83%	Acceptable range for num
21	InstallmentCount	Installments count	1.83%	Acceptable	22	ItemPriceRang	Cart items are with		ns are within price		0.20%	Applies the promotion or
22	ItemPriceRange	Cart items are within price range	0.20%	Applies the range	22	reem meening		range				range
23	ListPriceEqualsPrice	List price and final price are equal		If "from" a	23	ListPriceEquals	Price	List price and final price are equal			2.80%	If "from" and "to" prices a Pricing setting.
24	ListPriceNotEqualsPrice	List price and final price are different		Same as Li		ListPriceNotEq	ualsPrice	List price and final price are			2.80%	Same as ListPriceEqualsF
25	MarketingTag	Has marketing tag	0.06%		(string) t	hat matches any of the	V	7	~	•		
26	MaxCalculatorUsage	100		Deprecated.			V	-		sco	pe	
27	MaxCouponUsage	Has coupon usage limit	?	Configurable in Coupon admin		V	-		scope			
28	MaxUsage	Maximum usages	8.86%	Maximum number of times this Promotion can be activated for all orders of the store.		V	V	~	scope			
29	MaxUsagePerClient	Maximum usages per client	19.74%	Maximum number of times this Promotion can be activated per client.			V	~	V	scope		
30	MinimumQuantity		15.25%									
31	Merchant			Seems to be deprecated.			V	-	-			
32	OrderTotalOverX			Deprecated.			V	-	V	V		
33	Origin		100.00%	Wheter the promotion applies to the Marketplace or Fulfillment domain.			V	1	V			
		Payment method chosen	5.76%	The payment method chosen by the user.								

# Como acompanhar o sucesso do produto?



Using Data to Set Product Strategy by Justin Bauer



# Qual é nosso "jogo"?

### **Clientes**

Querem vender mais e melhor.

### **VTEX**

Eliminar as barreiras às vendas e aumentar produtividade na operação.

E o take rate?

### Métricas de produto "tradicionais"

Revenue / orders

Tempo de sessão

Conversões

Bounce rate

DAU/MAU

App installs

NPS

Churn





- E ngagement
- A doption
- R etention
- T ask success



# Uma receitinha de



### Gerando insights a partir de dados - Uma receitinha de 🧀





### Entenda do produto

Você conhece em profundidade todas funcionalidades do seu produto? Sabe de tudo o que ele é capaz, e para quê cada parte é usada? Duvido!;)



### Converse com pessoas

Seus colegas são seus amigos! Suporte, comercial, atendimento, pesquisadores, fale com todos, te garanto que vão adorar.



### **3** Levante as hipóteses

Documente as certezas, suposições e dúvidas. Mas escreva mesmo, elas vão ajudar muito depois.



### 4 Entenda os dados disponíveis

Onde estão os dados? O quão disponíveis eles são? Que formatos estão? Quais outros formatos eles poderiam ser facilmente convertidos que facilitariam sua vida?



### **5** Valide com dados

Agora sim! Valide as hipóteses e se aparecerem outras perguntas no caminho tá tudo bem



### **6** Compartilhe seus resultados

Viver é compartilhar! Documente seus resultados para facilitar referências futuras, mas também apresente seus resultados de maneira didática.



### 7 Acompanhe as métricas

Depois de descobertas as métricas que fazem sentido para seu produto, aí entram os benditos dashboards;)





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