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

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The Developers Conference 2019 - Recife

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

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críticos

metidos a cientistas

analíticos

...

curiosos

Entendendo o negócio e produto

VTEX

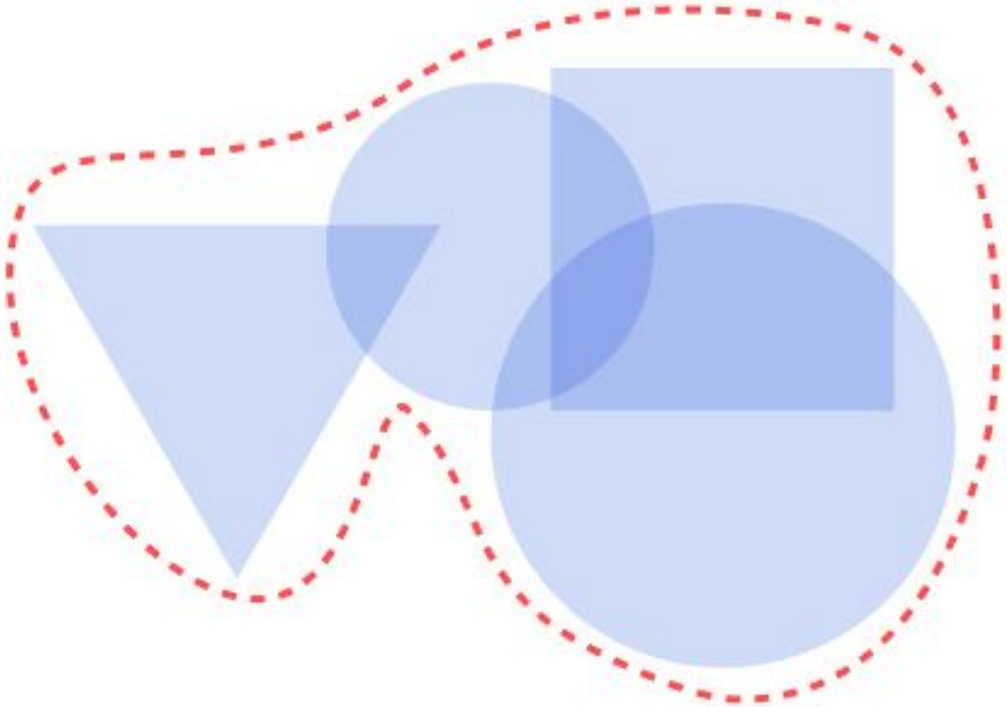
28
países

U$ 3B
por ano em transações

46%
crescimento ao ano

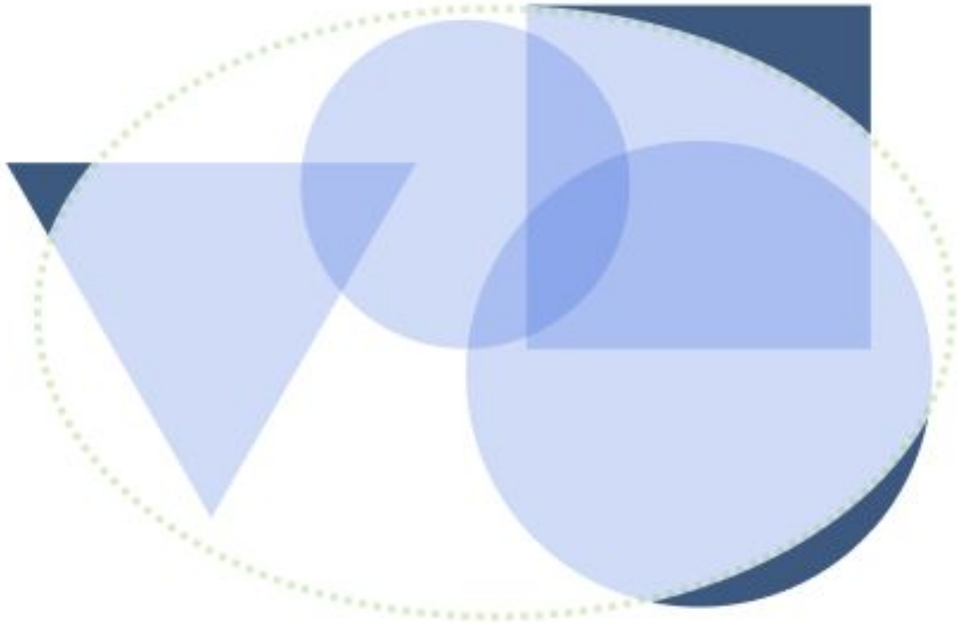
100.000+
pedidos por dia

MOTOROLA
Whirlpool
SONY
havaianas
LANCÔME PARIS
ambev
SAMSUNG
POLISHOP
DECATHLON
Philco
THE NORTH FACE
Drogaria SãoPaulo
TOK&STOK
adidas
FARM
OSKLEN
BLACK+DECKER
zee.dog
MULTILASER
C&A
JANSPORT
VANS
TRACK & FIELD
TRAMONTINA
Electrolux
ck Calvin Klein
Levi's
Panasonic
Walmart Save money. Live better.
Pague Menos



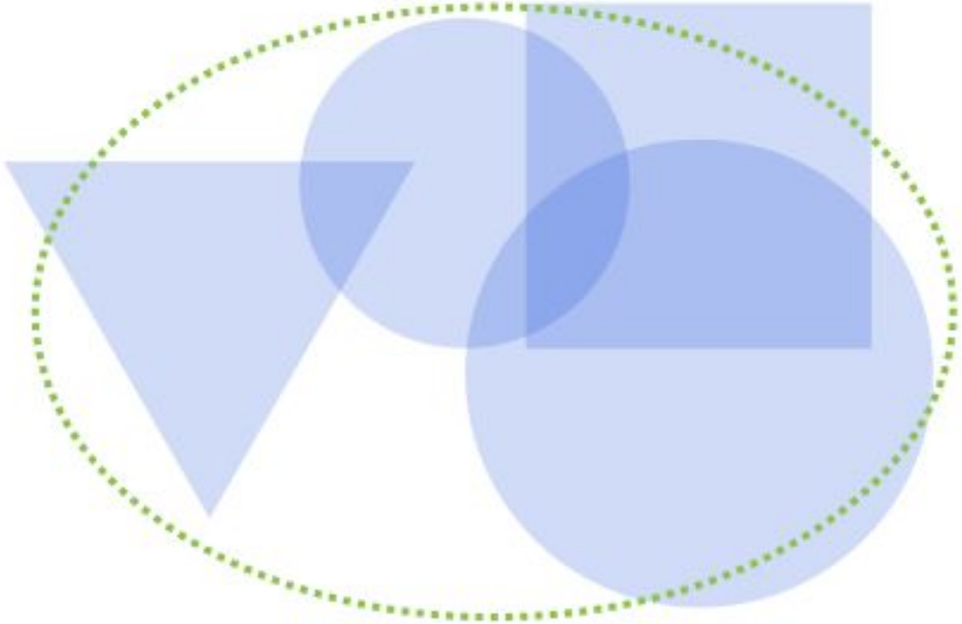
produto possível

VTEX

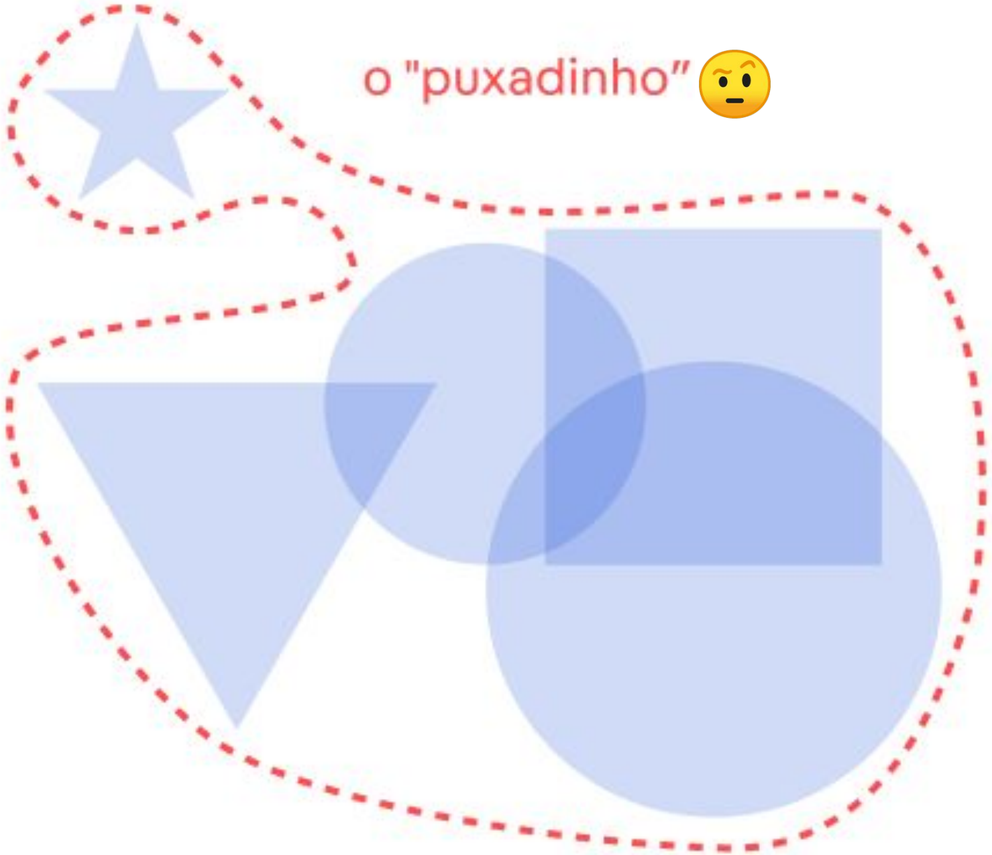


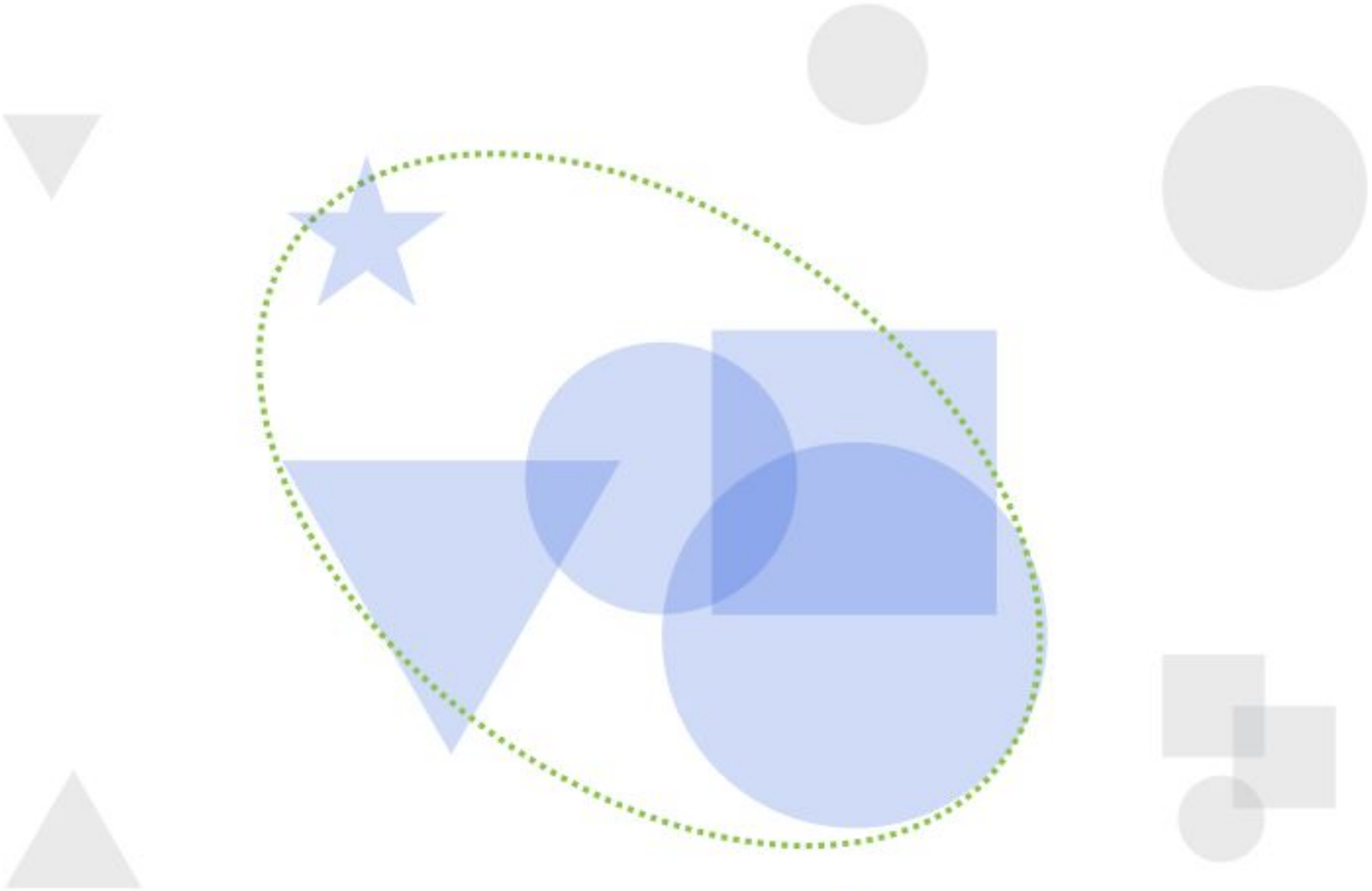
Partners 🤗

e agora? 🤔



o "puxadinho" 🤨

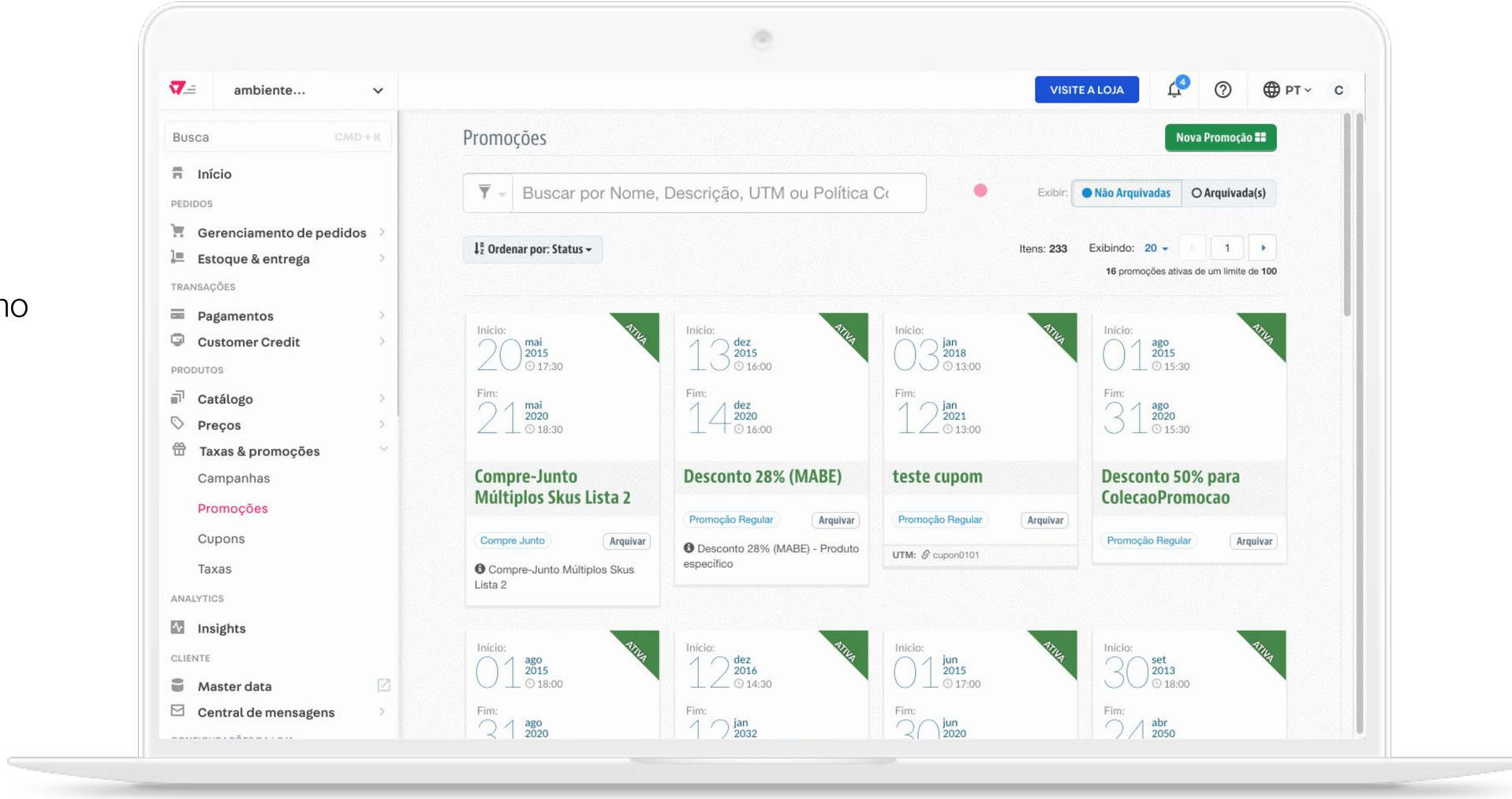




melhor

Admin de Promoções

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



Por quê?

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

Refatoração ou redesign?

Refatoração

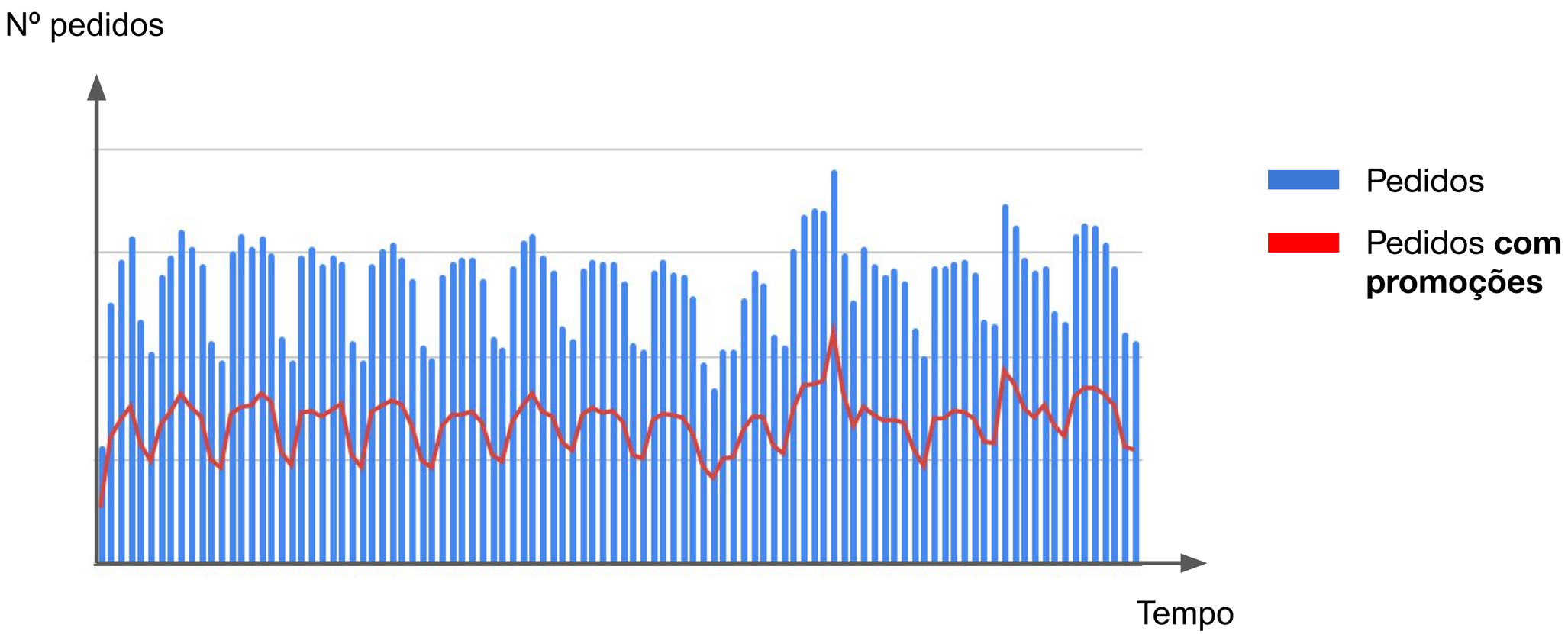
Tornar a evolução do sistema mais escalável, acelerar desenvolvimento de futuras novas features, melhorar eficiência.

Redesign

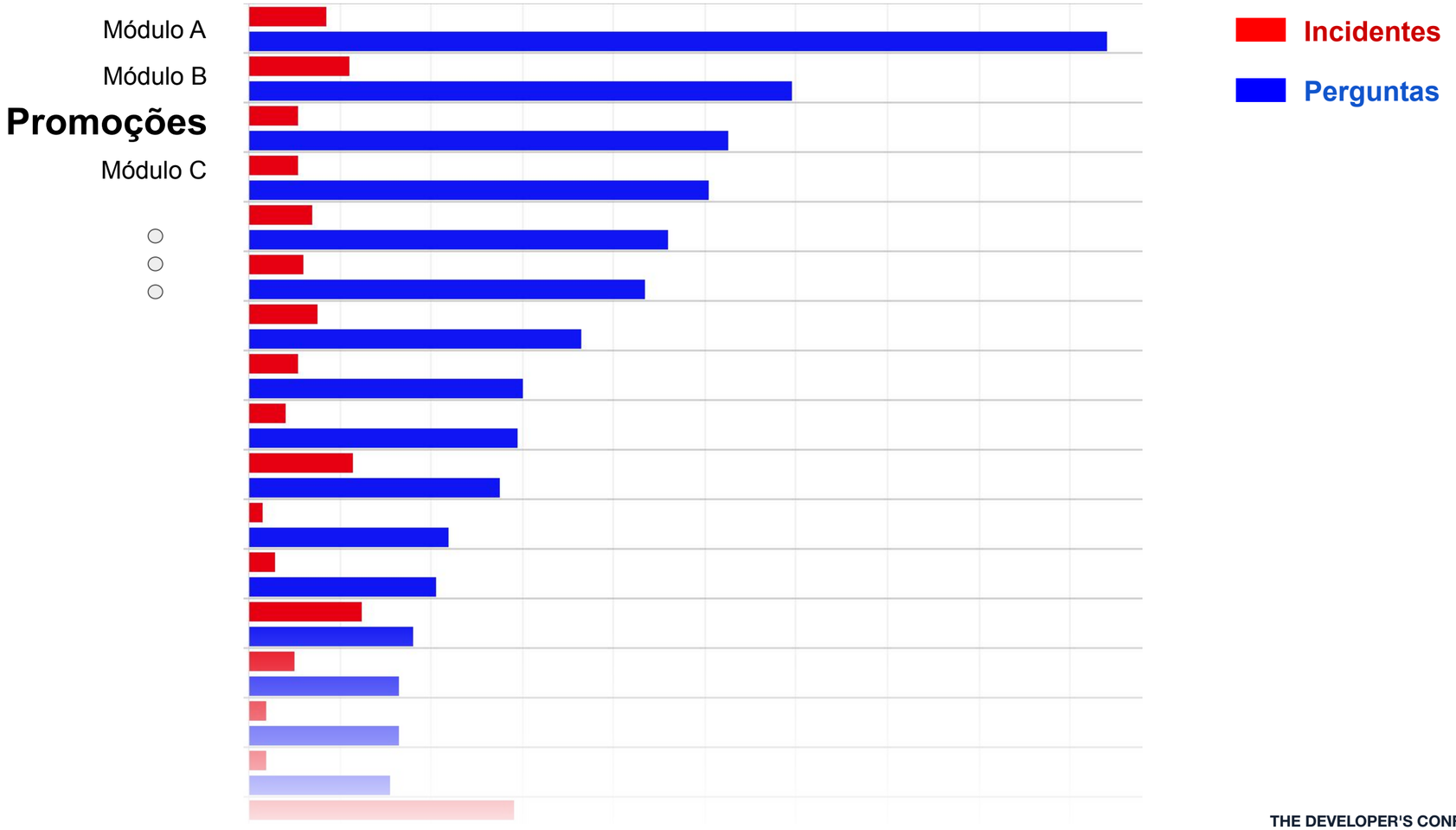
Repensar conceitos, reorganizar fluxos, corrigir problemas de usabilidade e melhorar consistência com o novo Design System.

Refatoração + redesign

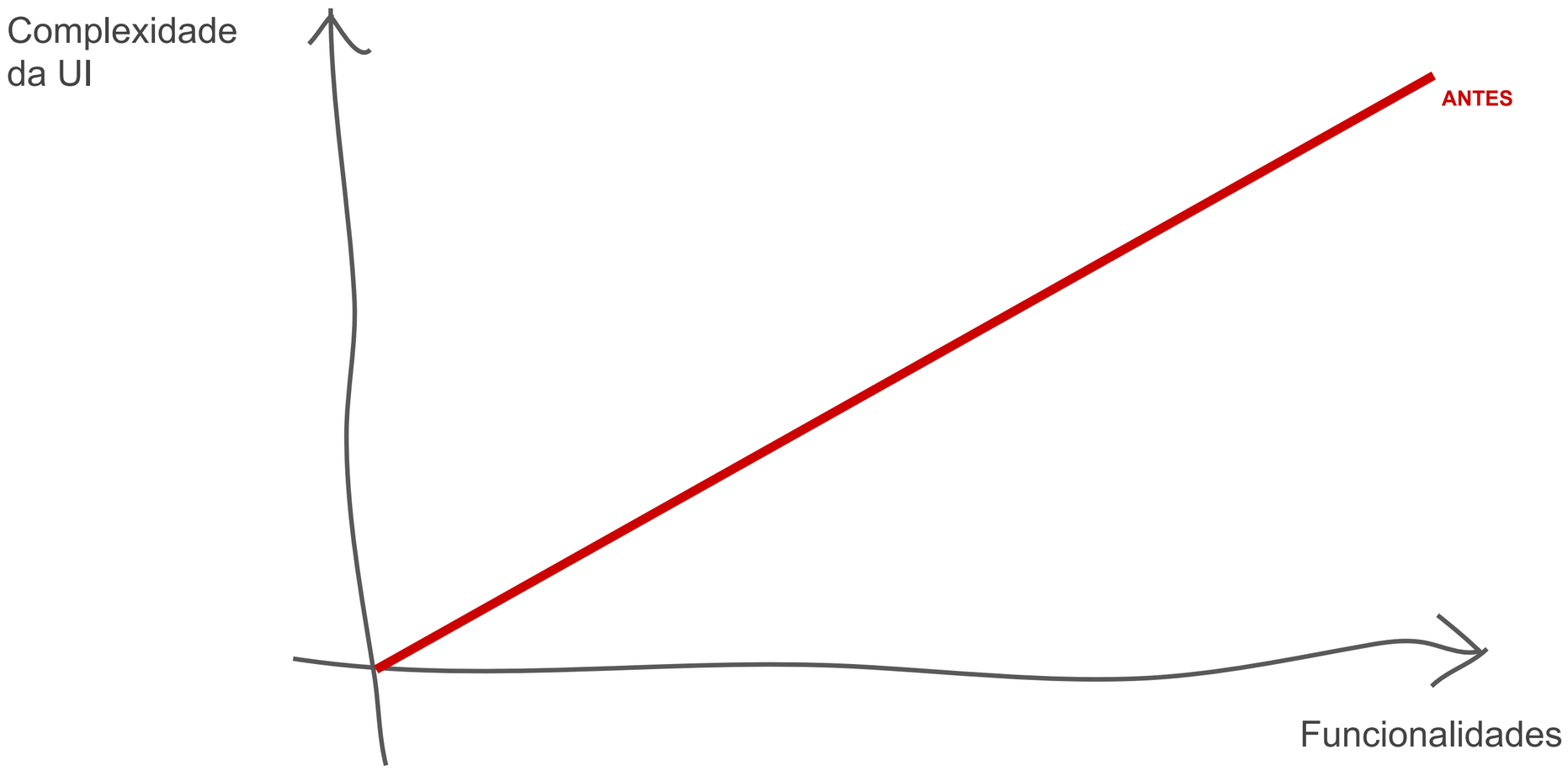
Oportunidade rara de revisitar as estruturas do passado para simplificá-la, melhorar a experiência tanto de devs quanto de usuários.


Nº pedidos
Tempo
Pedidos
Pedidos **com promoções**

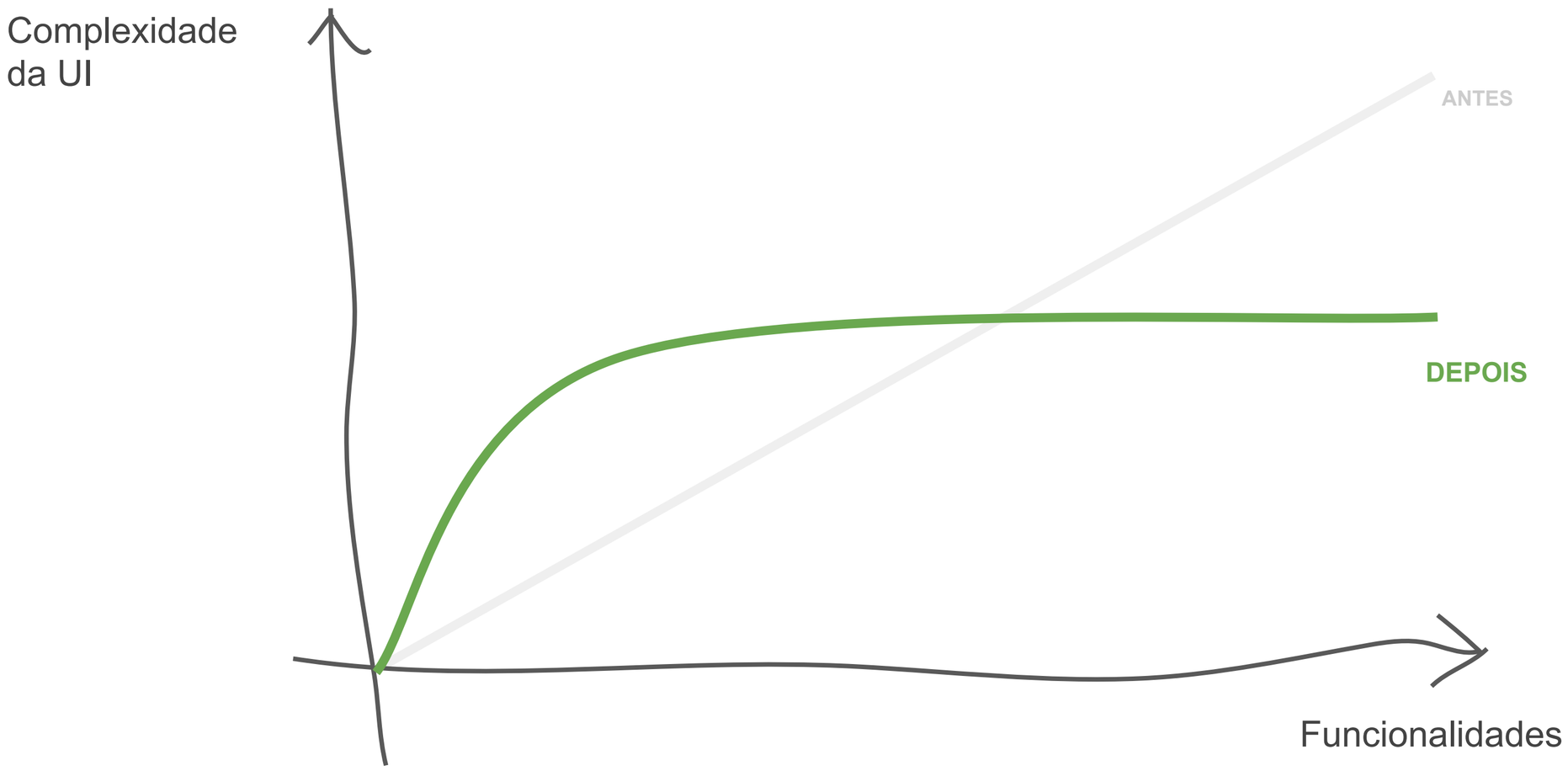
Demandas de suporte



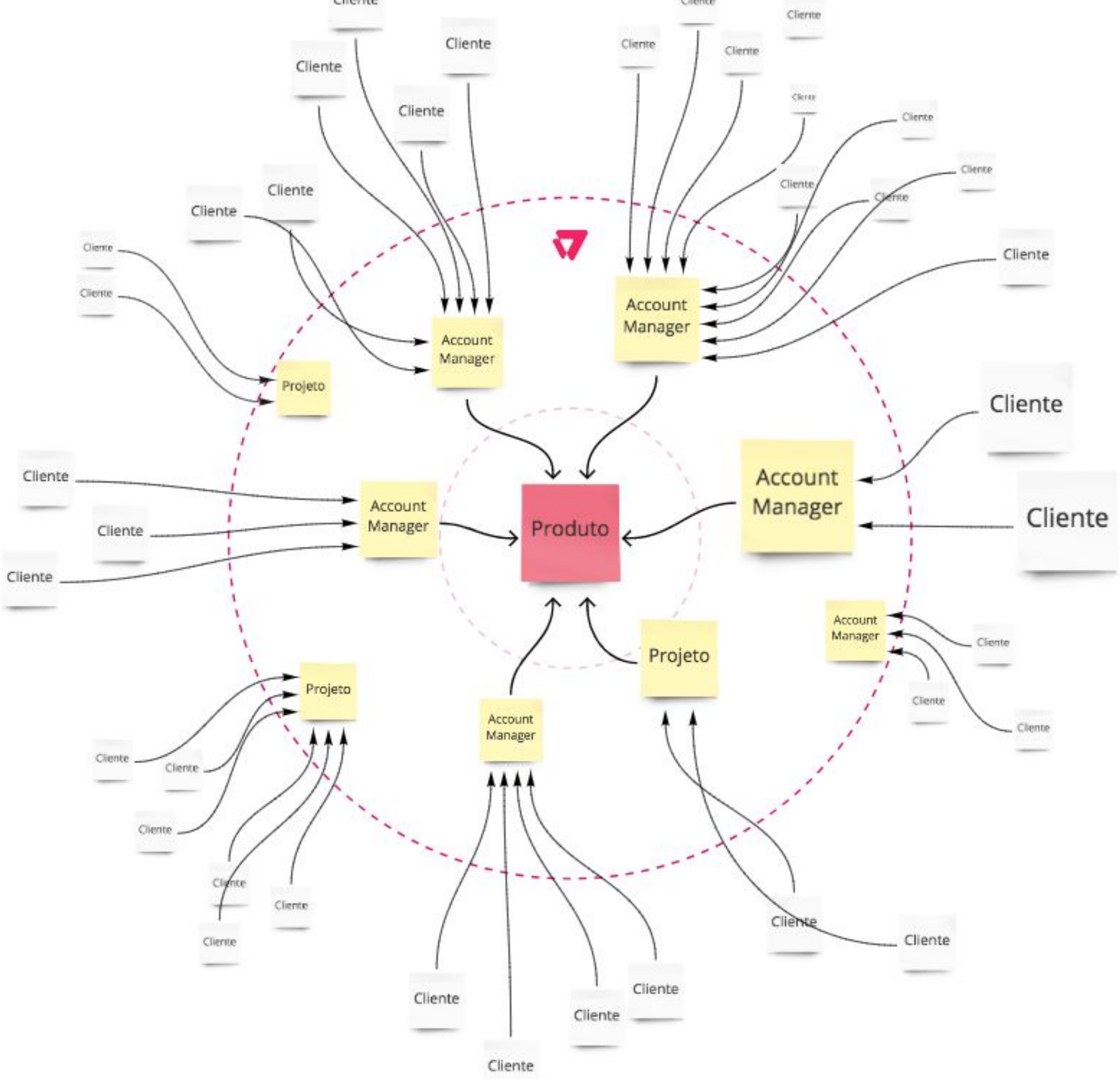
Gerando insights a partir de dados em produtos B2B com muitas funcionalidades



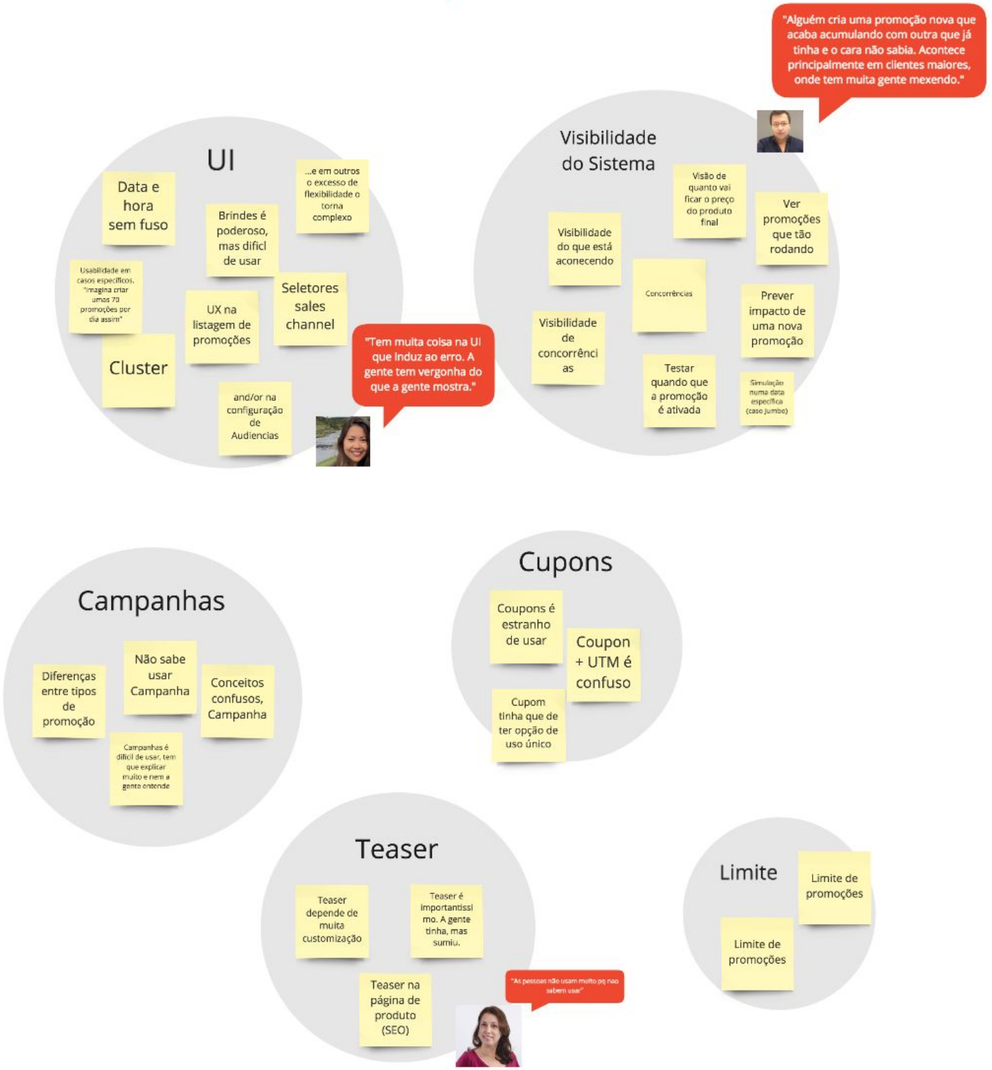
Gerando insights a partir de dados em produtos B2B com muitas funcionalidades



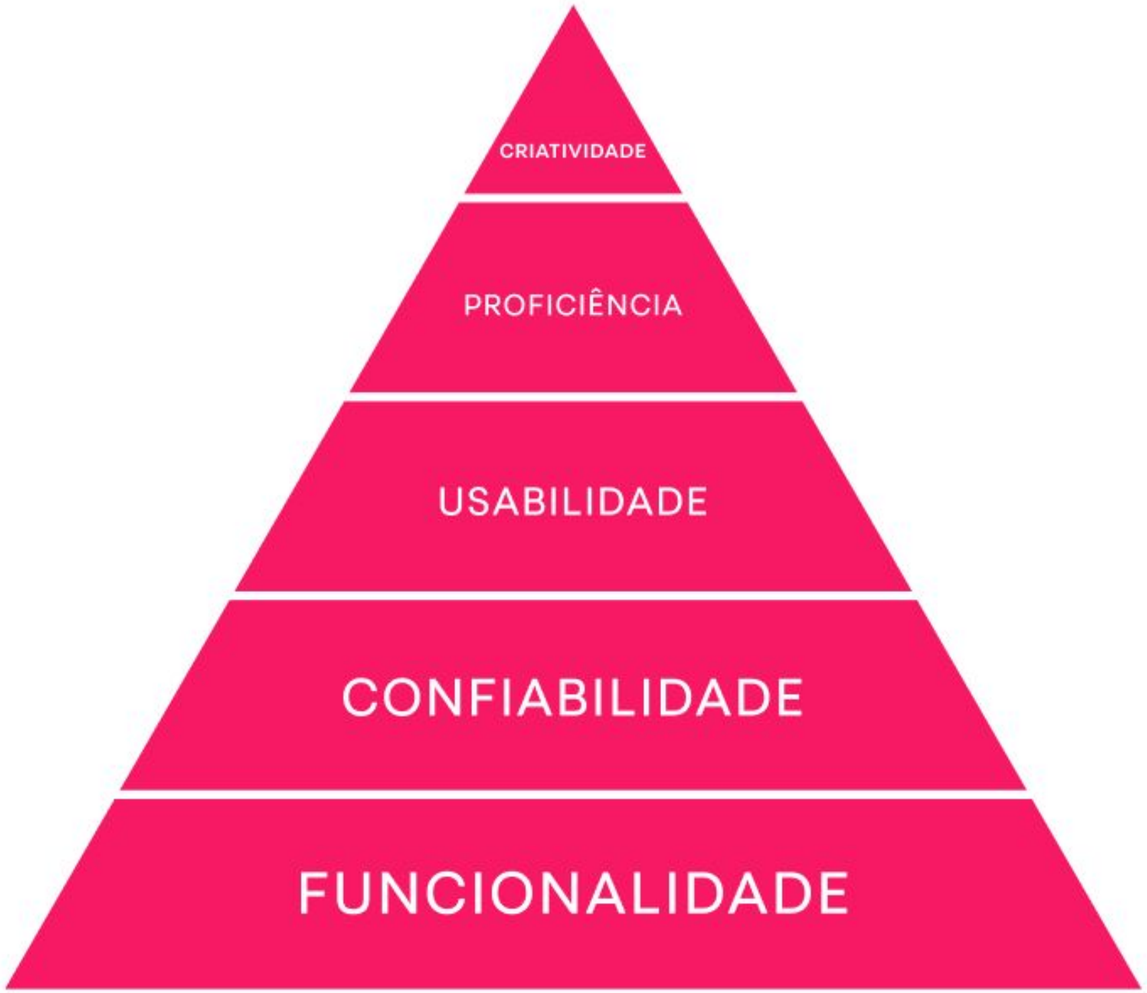
Levantando hipóteses


Cliente
Account Manager
Projeto
Produto

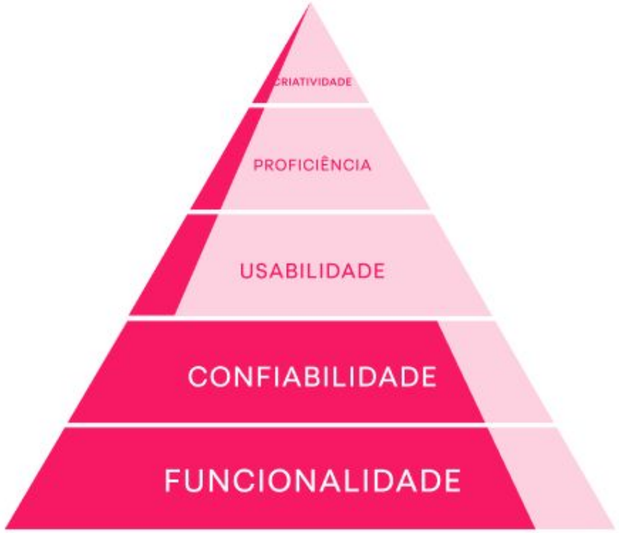
	Suzano	Juliana Andrade	Rose Longuinho	Carol Amaral	Juliana Minako	Luiza Rotenberg	(Augusto) Gianucho	Fabio Schimidt	Flavio Nijs
Entrevista completa	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			
Demográfico									
Há quanto tempo está trabalhando [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
Qual seu cargo? Quais são suas responsabilidades?	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Como é um dia típico para vc?	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	
Como se distribuem as suas atividades de [illegible]			[illegible]		[illegible]	[illegible]		[illegible]	
Dia 2									
Como é um atendimento [illegible]			[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	
Qual a dificuldade que o cliente enfrenta [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
O que de positivo [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
Como oferece promoções na [illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
Há alguma coisa você mudaria [illegible]	[illegible]		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Quais são os [illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]
Há algo que [illegible]				[illegible]		[illegible]			
Quais são os [illegible]			[illegible]	[illegible]	[illegible]	[illegible]		[illegible]	[illegible]


UI
Data e hora sem fuso
Brindes é poderoso, mas dificl de usar
...e em outros o excesso de flexibilidade o torna complexo
Usabilidade em casos específicos. "Imagina criar umas 73 promoções por dia assim"
UX na listagem de promoções
Seletores sales channel
Cluster
and/or na configuração de Audiencias
"Tem multa coisa na UI que induz ao erro. A gente tem vergonha do que a gente mostra."
Visibilidade do Sistema
"Alguém cria uma promoção nova que acaba acumulando com outra que já tinha e o cara não sabia. Acontece principalmente em clientes maiores, onde tem muita gente mexendo."
Visão de quanto vai ficar o preço do produto final
Ver promoções que tão rodando
Visibilidade do que está aconecendo
Concorrências
Prever impacto de uma nova promoção
Visibilidade de concorrências
Testar quando que a promoção é ativada
Simulação numa data específica (caso jumbo)
Campanhas
Diferenças entre tipos de promoção
Não sabe usar Campanha
Conceitos confusos, Campanha
Campanhas é difícil de usar, tem que explicar muito e nem a gente entende
Cupons
Coupons é estranho de usar
Coupon + UTM é confuso
Cupom tinha que de ter opção de uso único
Teaser
Teaser depende de muita customização
Teaser é importantissimo. A gente tinha, mas sumiu.
Teaser na página de produto (SEO)
"As pessoas não usam muito pq não sabem usar"
Limite
Limite de promoções
Limite de promoções

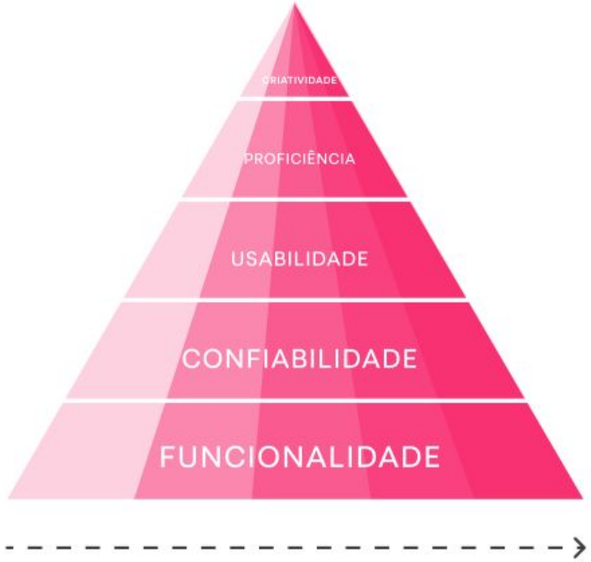
Gerando insights a partir de dados em produtos B2B com muitas funcionalidades



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



Foco do produto até então



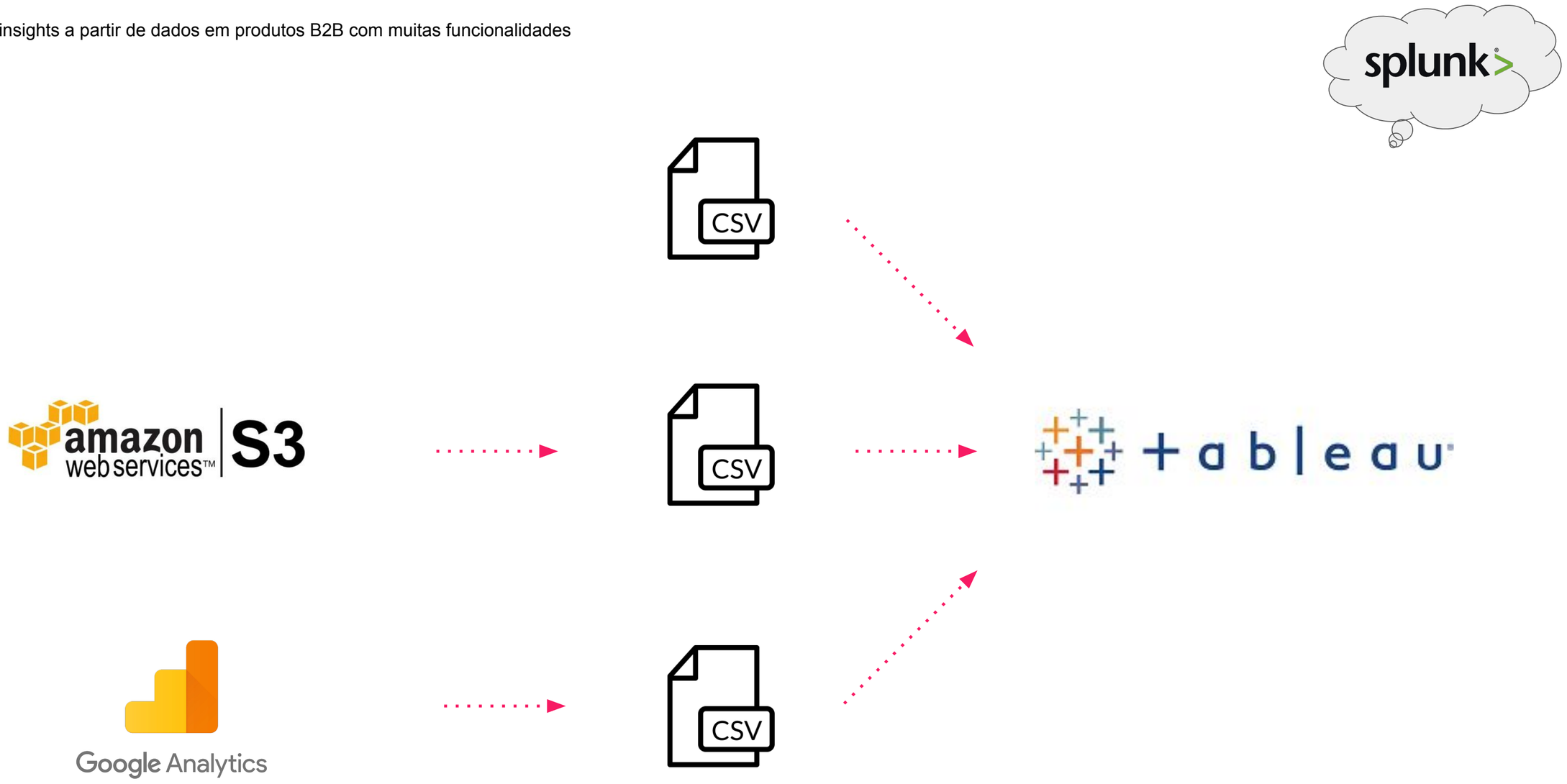
Evolução esperada de um produto

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

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

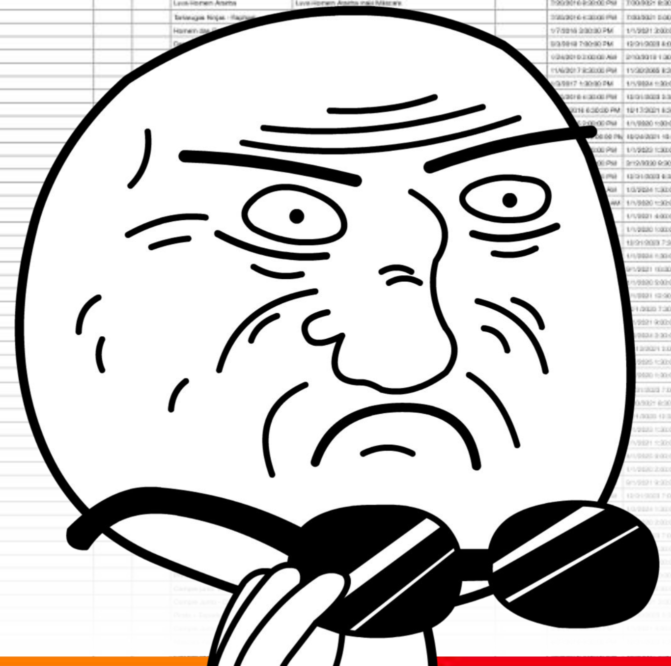


View Zoom 25% Add Category Insert Table Chart Text Shape Media Comment Collaborate Format Organize

Sheet 1

exportPromoFev19

IdCalculatorConfiguration	IdCalculatorConfigurationFather	AccountId	HostName	Name	Description	GeneralValues	BeginDateUtc	EndDateUtc	LastModifiedUtc	DaysAgoOfPurchases	IsActive	IsArchived	IsFeatured	DisableDeal	ActiveDaysOfWeek	Offset	ActivateGiftsMultiplier	NewOffset	PercentualDiscountValueList	MaxPricesPerItems	Cumulative	NominalShippingDiscountValue	AbsoluteShippingDiscountValue	NominalDiscountValue	MaximumUnitPriceDiscount	PercentualDiscountValue	PercentualShippingDiscountValue	PercentualTax	ShippingPercentualTax	TaxExpression	DiscountExpression	PercentualDiscountValueList1	PercentualDiscountValueList2	SkusGift	NominalRewardValue	PercentualRewardValue	OrderStatusRewardValue	MaxNumberOfAffectedItems	ApplyToAllShippings	PriceTableName	Origin	IdSeller	IdSellerIsInclusive	IdsSalesChannel	AreSalesChannelIdsExclusive	MarketingTags	PaymentsMethods	Stores	Campaigns	StoresAreInclusive



Data | Analytics

exportPromo

Search

Dimensions

- Causes
  - Origin
  - Id Seller
  - Id Seller Is Inclusive
  - Ids Sales Channel
  - Are Sales Channel Id...
  - Marketing Tags
  - Payments Methods
  - Stores
  - Campaigns
  - Stores Are Inclusive
  - Categories
  - Categories Are Inclu...
  - Brands
  - Brands Are Inclusive
  - Products
  - Products Are Inclusive
  - Skus
  - Skus Are Inclusive
  - Utm Source
  - Utm Medium

Measures

- Causes
- Effects
- Metadata
- *Latitude (generated)*
- *Longitude (generated)*
- *Number of Records*
- *Measure Values*

Pages

Filters: Segment

Marks: Automatic

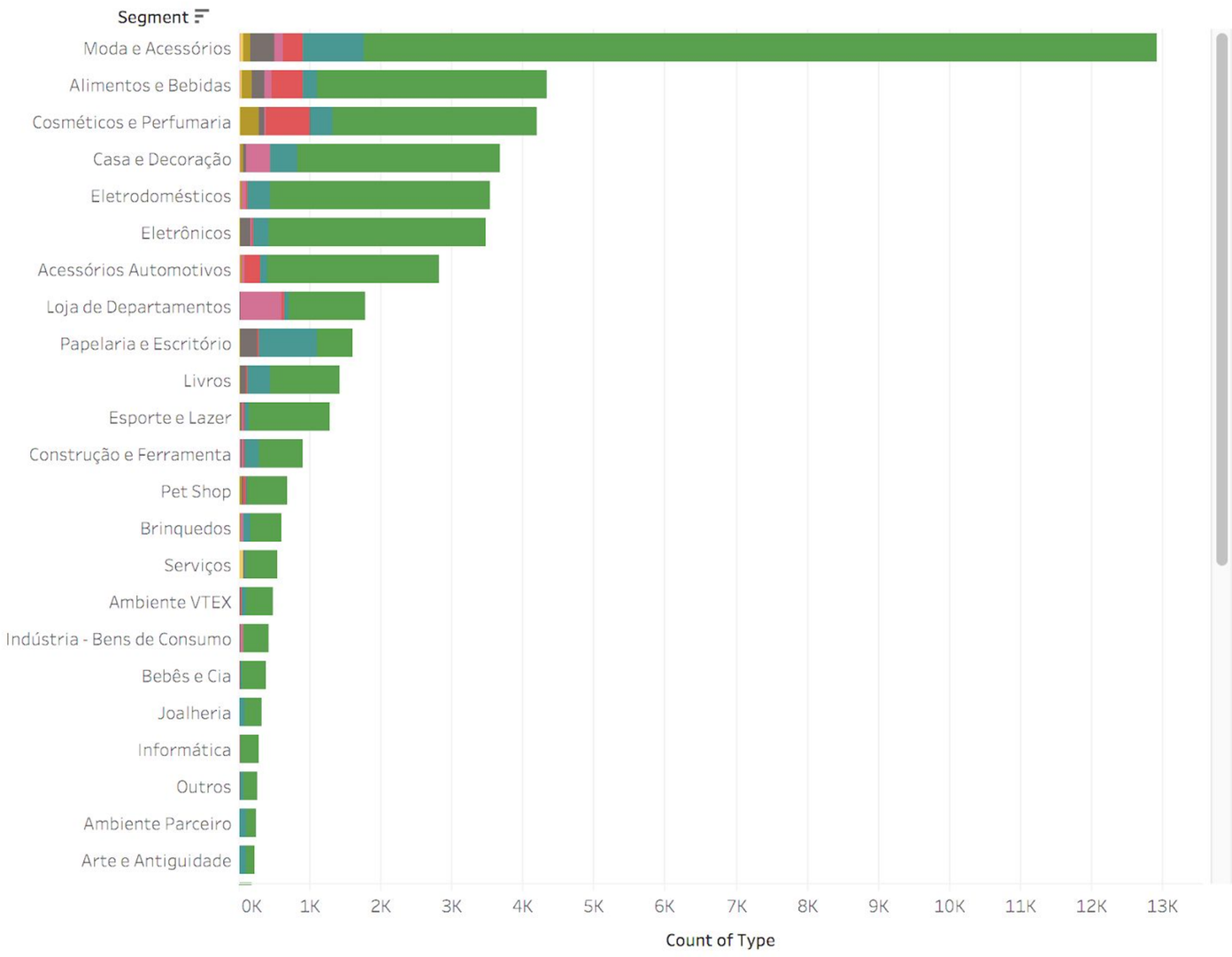
Color | Size | Label | Detail | Tooltip

Type

Columns: CNT(Type)

Rows: Segment

Types distribution by segment



Type

- regular
- combo
- forThePriceOf
- tax
- progressive
- buyAndWin
- campaign
- maxPricePerItem

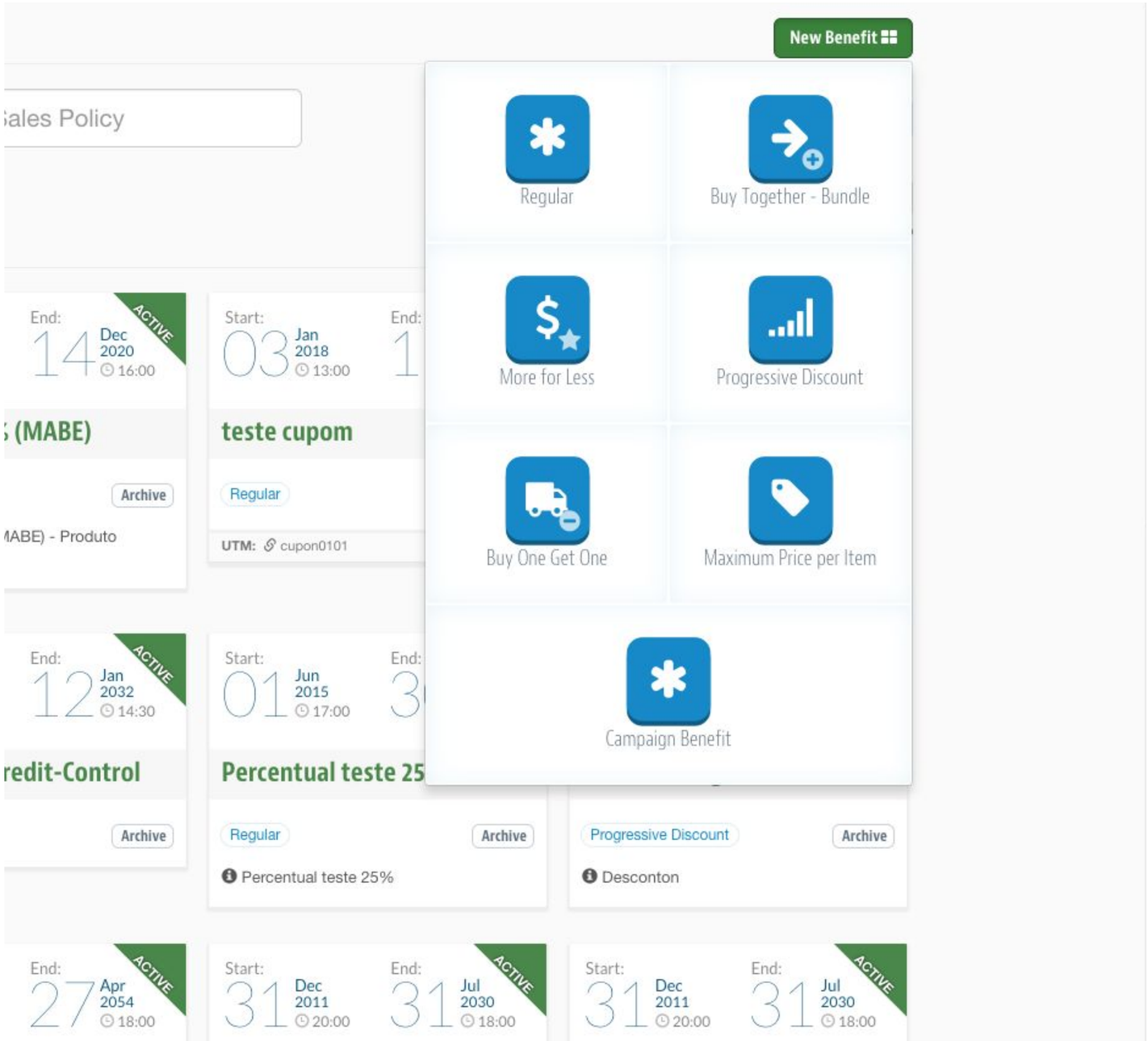
Data Source | Types distribution | Usage of Campaign Benefits | **Types distribution by segment** | Types distribution by segment n... | Types distribution by account | Types distribution by segment (... | Types distribution by segme

211 marks | 37 rows by 1 column | SUM of CNT(Type): 47,297

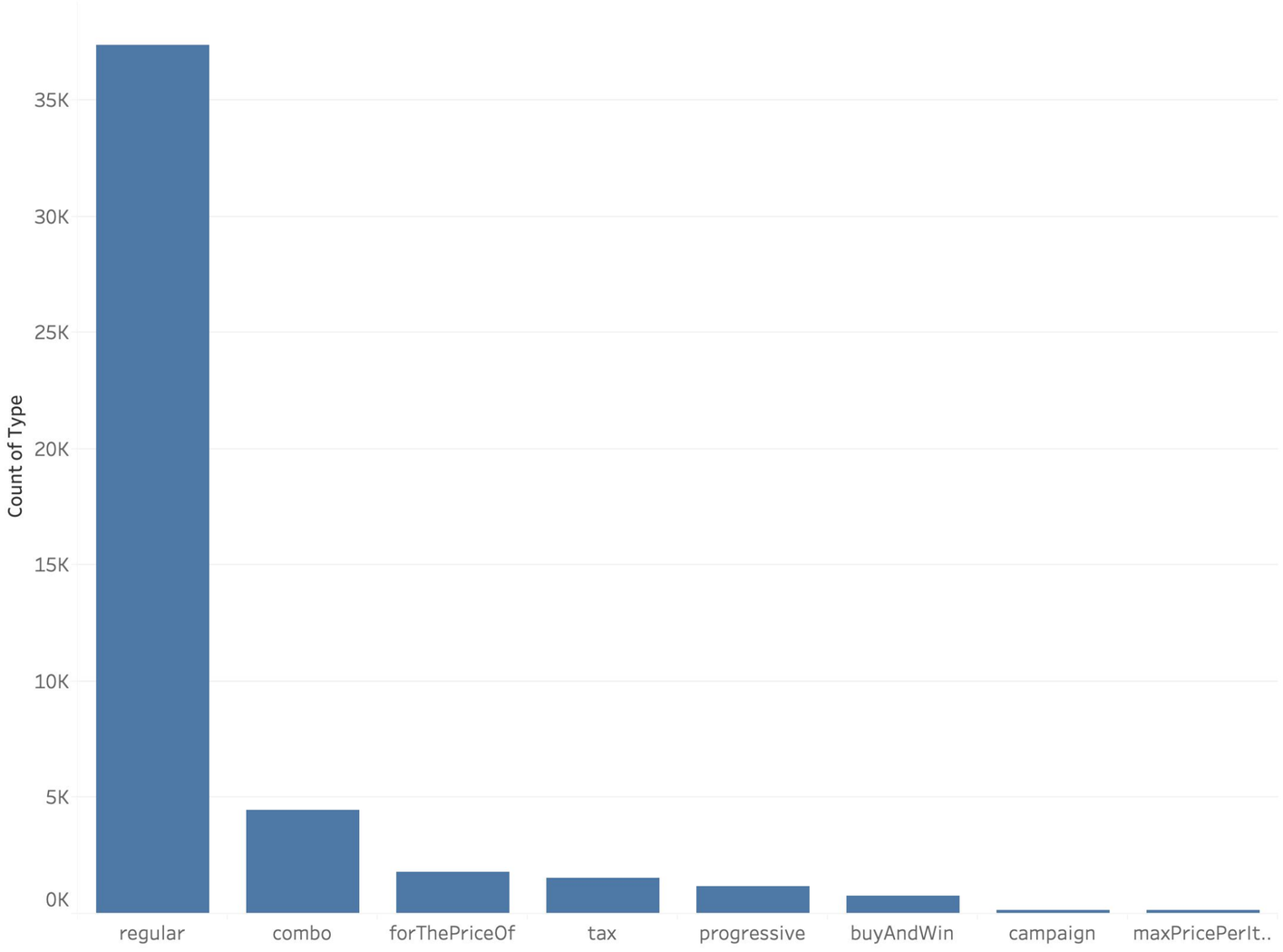
Cristiano Dalbem

QUANTI

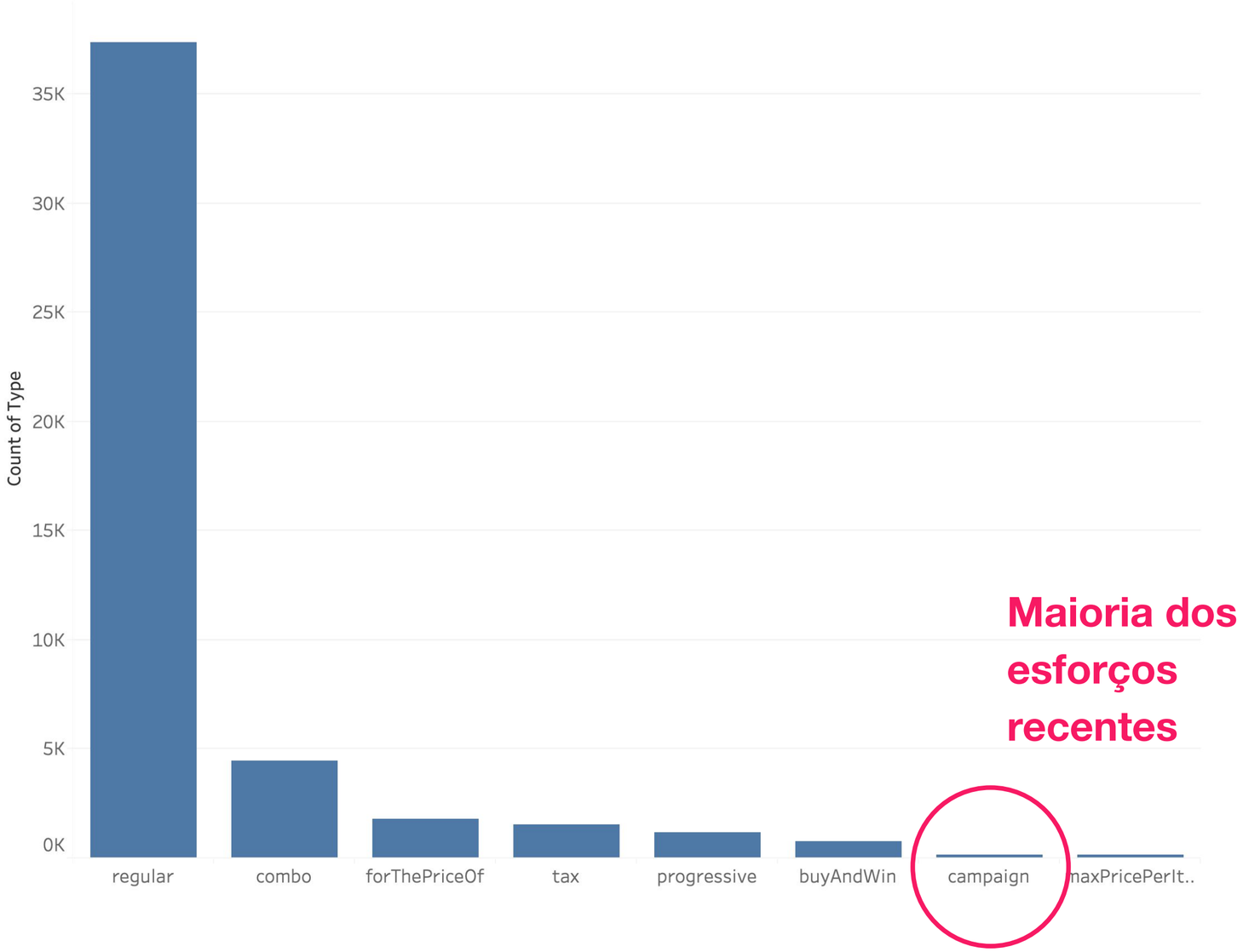
Uso dos tipos de promoções



Uso dos tipos de promoções

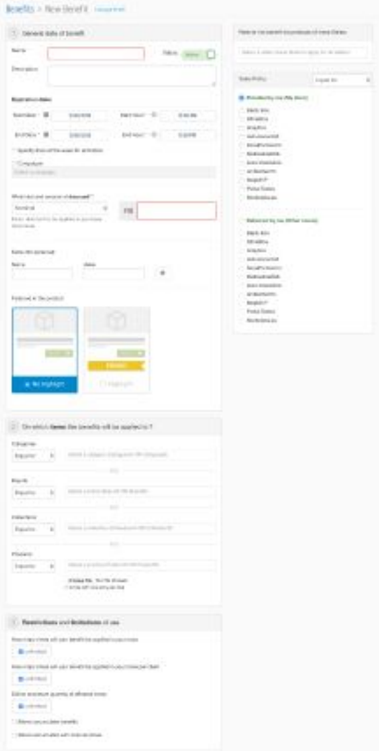


Uso dos tipos de promoções



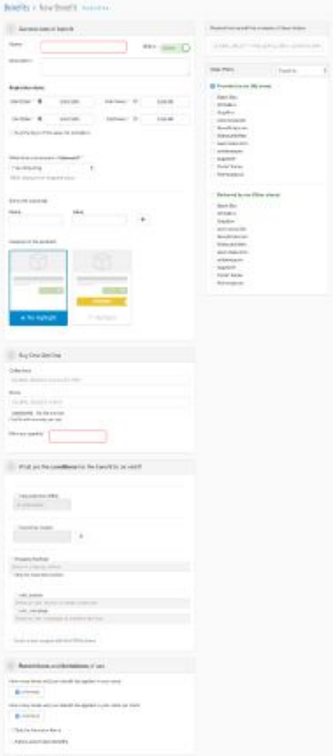
Regular

Campaign benefit

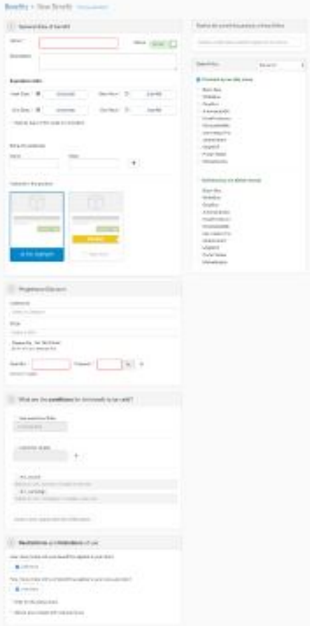


More for less

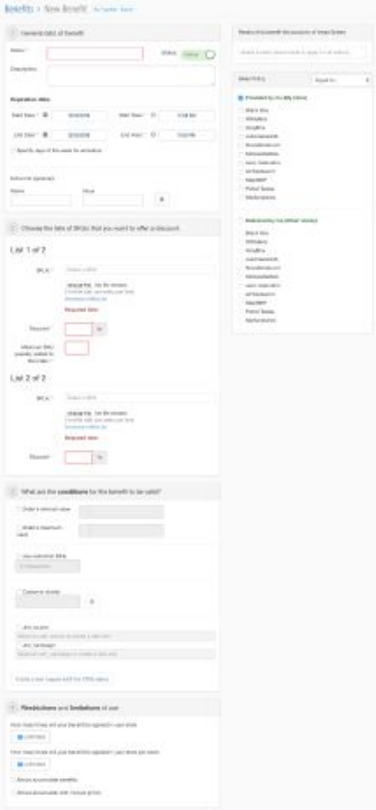
Buy one get one



Progressive discount



Buy Together - Bundle



← Promotions

New promotion

General

Initial status

Active

Name

Start date

01/04/2018

Time zone is GTM-3 (Brasília).

Set end date

Accumulation & concurrency

Accumulate with other promotions

Accumulate with Manual Prices

Effect

Price | Gift | Shipping | Reward

Conditions

Everyone

Specific customers

Restrictions

Limit usage per store

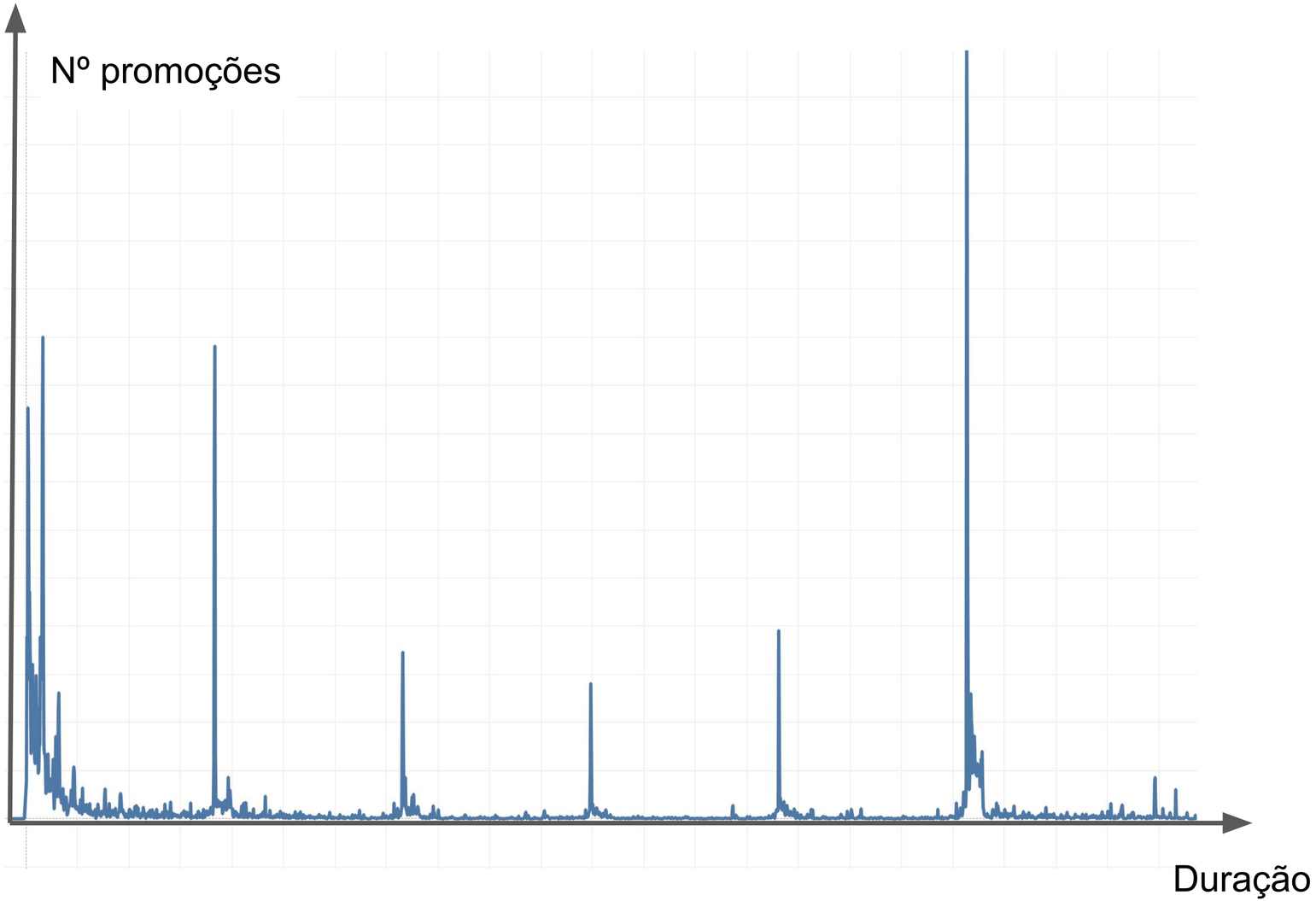
Limit usage per client

Limit maximum number of affected items

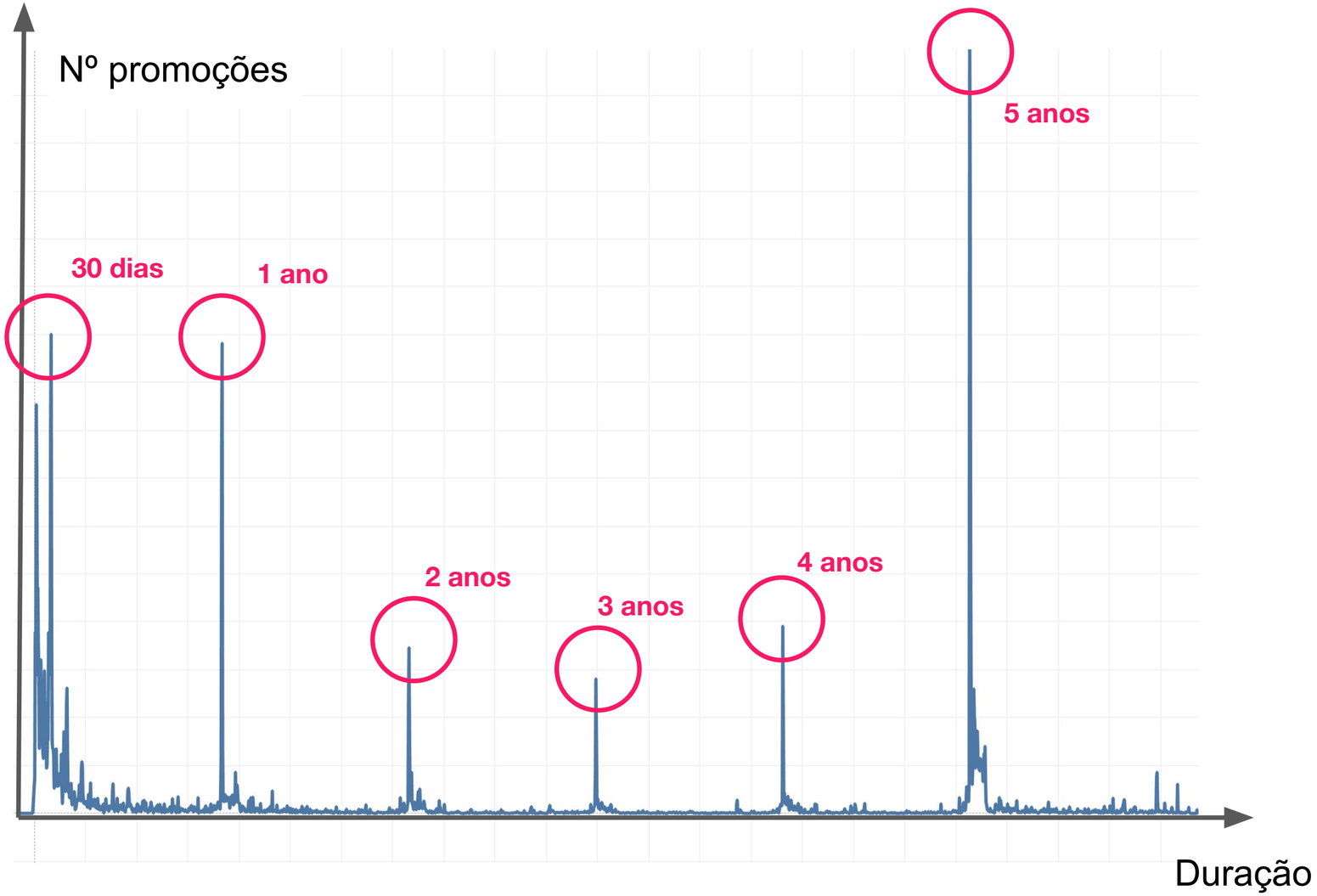
Restrict trade policies

SAVE CANCEL

Durações



Durações



Durações

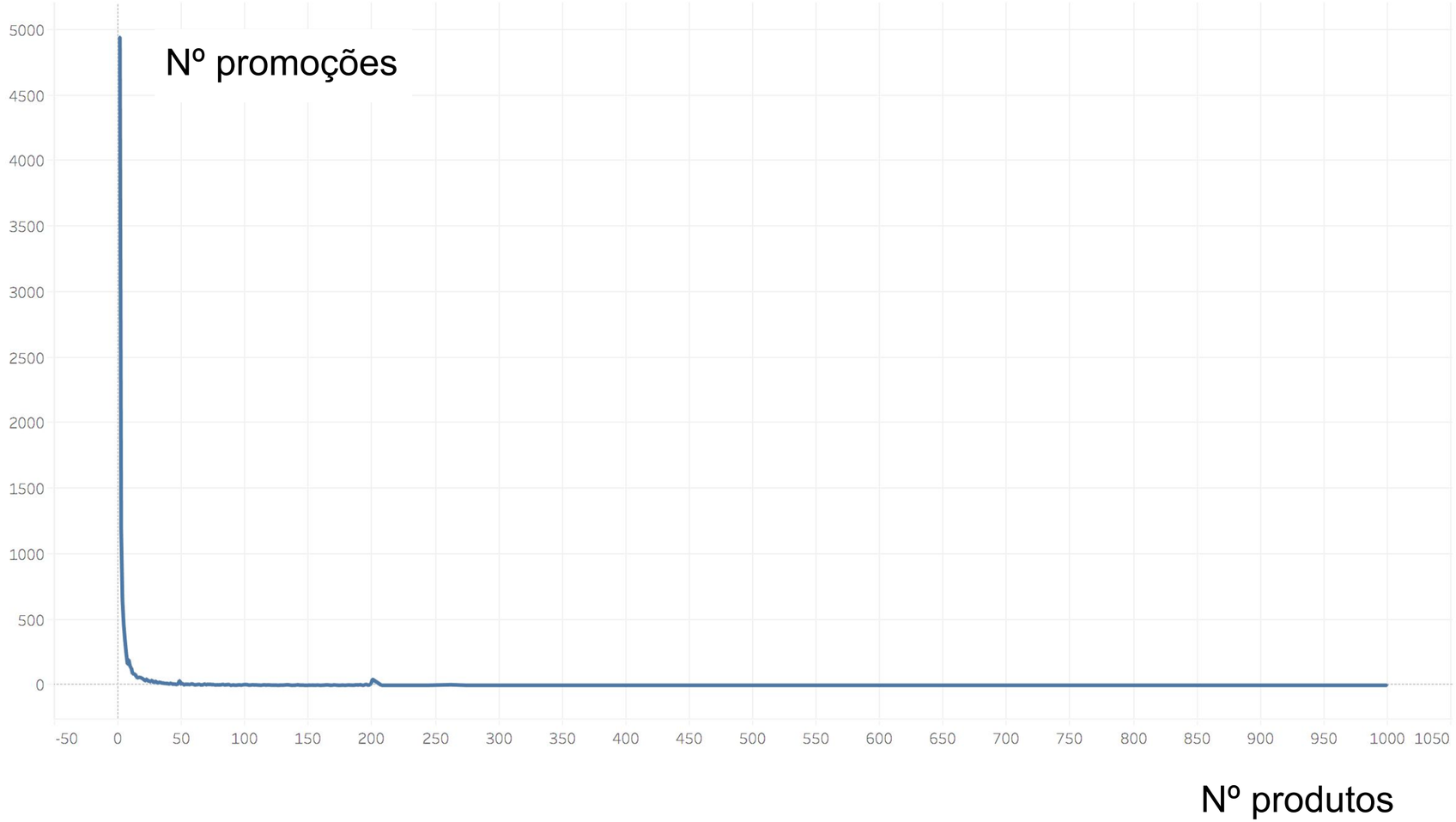
Start date

01/04/2018

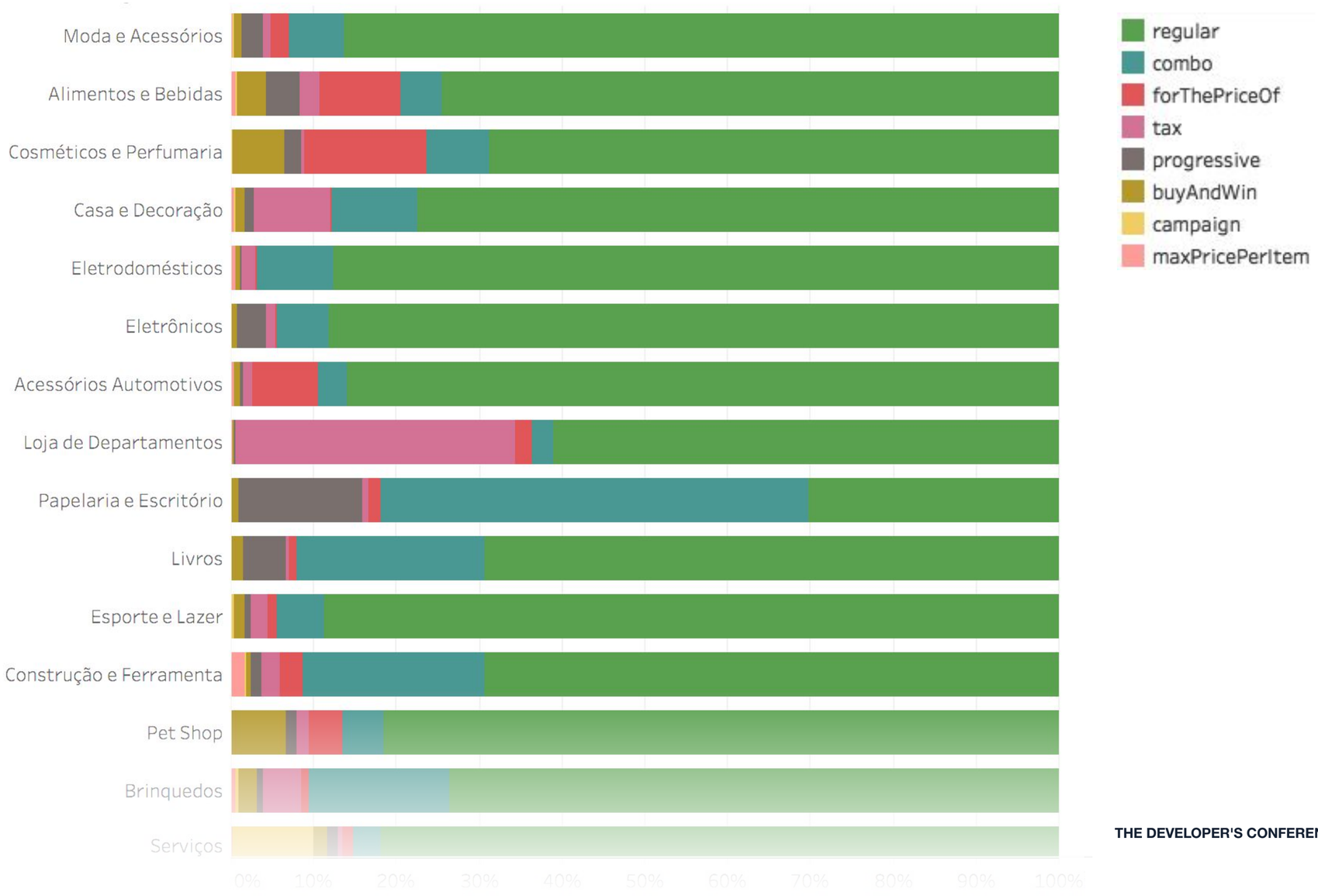
Time zone is GTM-3 (Brasilia).

Set end date

Produtos atingidos pela promoção



Tipos de promoção por **segmentos**



Arqueologia

1	Causes				Regular Promotion		Campaign	C
2	**Class name**	**Humanized**	**% Usage**	**Description**	**Backend**	**UI**	**UI**	**UI (Builder)**
3	Affiliate	Affiliate	1.01%	-	✔	✔	✔	•
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	✔	✔	✔	✔
5	*CardIssuer*			Seems to be a deprecated	•	•	•	✔
6	ClusterExpressions	Customer cluster	2.77%	Custom conditions for clustering customers from CRM, such as "newsletter=true"	✔	✔	✔	•
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.	✔	✔	✔	•
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	✔	✔	✔	✔
10	*GiftListType*			Deprecated.	✔	-	-	•
11	HasBrand	Has product in cart of Brand	5.02%	Presence of products of certain brands.	✔	✔	✔	✔
12	HasCategory	Has product in cart of Category	9.59%	Presence of products of certain categories.	✔	✔	✔	✔
13	*HasCommercialCondition*			Deprecated.	✔	-	-	•
14	*HasCoupon*			Deprecated.	✔	-	-	•
15	HasManualPrice	-	0.00%	Internal cause, if effect is a discount, by default, the promotion will be deactivated	✔	•	•	•
16	HasProduct	Has product in cart of ID	36.64%	Presence of certain products (productIds)	✔	✔	•	✔
17	HasProductCluster	Has product in cart of Collection	17.00%	Presence of certain collections	✔	✔	✔	✔
18	HasSeller	Has product of Seller	33.97%	Products in the cart are provided by specific sellers.	✔	✔	✔	•
19	HasSkus	Has product in cart	-	Presence of certain skus	✔	✔	✔	✔
20	HasTradePolicy	Sales channel filter	54.20%	List of sales channels in which this promotion will be applied.	✔	✔	•	•
21	InstallmentCount	Installments count	1.83%	Acceptable range for number of installments chosen.	✔	✔	✔	✔
22	ItemPriceRange	Cart items are within price range	0.20%	Applies the promotion only if all items are inside a range	✔	✔	✔	•
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.	✔	✔	✔	•
24	ListPriceNotEqualsPrice	List price and final price are different	2.80%	Same as ListPriceEqualsPrice.	✔	✔	✔	•
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.	✔	-	-	*scope*
27	MaxCouponUsage	Has coupon usage limit	?	Configurable in Coupon admin	✔	-	-	*scope*
28	MaxUsage	Maximum usages	8.86%	Maximum number of times this Promotion can be activated for all orders of the store.	✔	✔	✔	*scope*
29	MaxUsagePerClient	Maximum usages per client	19.74%	Maximum number of times this Promotion can be activated per client.	✔	✔	✔	*scope*
30	MinimumQuantity		15.25%					
31	*Merchant*			Seems to be deprecated.	✔	-	-	•
32	*OrderTotalOverX*			Deprecated.	✔	-	✔	✔
33	Origin	-	100.00%	Wheter the promotion applies to the Marketplace or Fulfillment domain.	✔	✔	✔	•
34	PaymentMethod	Payment method chosen	5.76%	The payment method chosen by the user.	✔	✔	✔	✔

1	Causes				Regular Promotion		Campaign	C
2	Class name	Humanized	% Usage	Description	Backend	UI	UI	UI (Builder)
3	Affiliate	Affiliate	1.01%	-	✔	✔	✔	•
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	✔	✔	✔	✔
5	*CardIssuer*			Seems to be a deprecated	•	•	•	✔
6	ClusterExpressions	Customer cluster	2.77%	Custom conditions for clustering customers from CRM, such as "newsletter=true"	✔	✔	✔	•
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.	✔	✔	✔	•
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	✔	✔	✔	✔
10	*GiftListType*			Deprecate				
11	HasBrand	Has product in cart of Brand	5.02%	Presence o				
12	HasCategory	Has product in cart of Category	9.59%	Presence o				
13	*HasCommercialCondition*			Deprecate				
14	*HasCoupon*			Deprecate				
15	HasManualPrice	-	0.00%	Internal ca promotion				
16	HasProduct	Has product in cart of ID	36.64%	Presence o				
17	HasProductCluster	Has product in cart of Collectior	17.00%	Presence o				
18	HasSeller	Has product of Seller	33.97%	Products i				
19	HasSkus	Has product in cart	-	Presence o				
20	HasTradePolicy	Sales channel filter	54.20%	List of sale applied.				
21	InstallmentCount	Installments count	1.83%	Acceptable				
22	ItemPriceRange	Cart items are within price range	0.20%	Applies the range				
23	ListPriceEqualsPrice	List price and final price are equal	2.80%	If "from" a Pricing set				
24	ListPriceNotEqualsPrice	List price and final price are different	2.80%	Same as Li				
25	MarketingTag	Has marketing tag	0.06%	It is a gene marketing tag (string) that matches any of the marketing tags listed.	✔	✔	✔	•
26	*MaxCalculatorUsage*			Deprecated.	✔	-	-	*scope*
27	MaxCouponUsage	Has coupon usage limit	?	Configurable in Coupon admin	✔	-	-	*scope*
28	MaxUsage	Maximum usages	8.86%	Maximum number of times this Promotion can be activated for all orders of the store.	✔	✔	✔	*scope*
29	MaxUsagePerClient	Maximum usages per client	19.74%	Maximum number of times this Promotion can be activated per client.	✔	✔	✔	*scope*
30	MinimumQuantity		15.25%					
31	*Merchant*			Seems to be deprecated.	✔	-	-	•
32	*OrderTotalOverX*			Deprecated.	✔	-	✔	✔
33	Origin	-	100.00%	Wheter the promotion applies to the Marketplace or Fulfillment domain.	✔	✔	✔	•
34	PaymentMethod	Payment method chosen	5.76%	The payment method chosen by the user.	✔	✔	✔	✔

15	HasManualPrice			promotion will be deactiv
16	HasProduct	Has product in cart of ID	36.64%	Presence of certain produ
17	HasProductCluster	Has product in cart of Collection	17.00%	Presence of certain collec
18	HasSeller	Has product of Seller	33.97%	Products in the cart are pr
19	HasSkus	Has product in cart	-	Presence of certain skus
20	HasTradePolicy	Sales channel filter	54.20%	List of sales channels in w applied.
21	InstallmentCount	Installments count	1.83%	Acceptable range for num
22	ItemPriceRange	Cart items are within price range	0.20%	Applies the promotion on range
23	ListPriceEqualsPrice	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	2.80%	Same as ListPriceEqualsP

Como acompanhar o sucesso do produto?

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

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

NPS

Bounce rate

DAU/MAU

App installs

Churn

H appiness

E ngagement

A doption

R etention

T ask success

Uma receitinha de 🍰

Gerando insights a partir de dados - Uma receitinha de 🍰

1 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! ;)

2 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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dêem feedbacks :)