

Gerando insights a partir de dados em produtos B2B complexos

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Gerando insights a partir de dados em produtos B2B complexos



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





SONY



LANCÔME
PARIS

ambev

SAMSUNG



Philco



TOK&STOK



OSKLEN



MULTILASER



VANS

**TRACK
& FIELD**

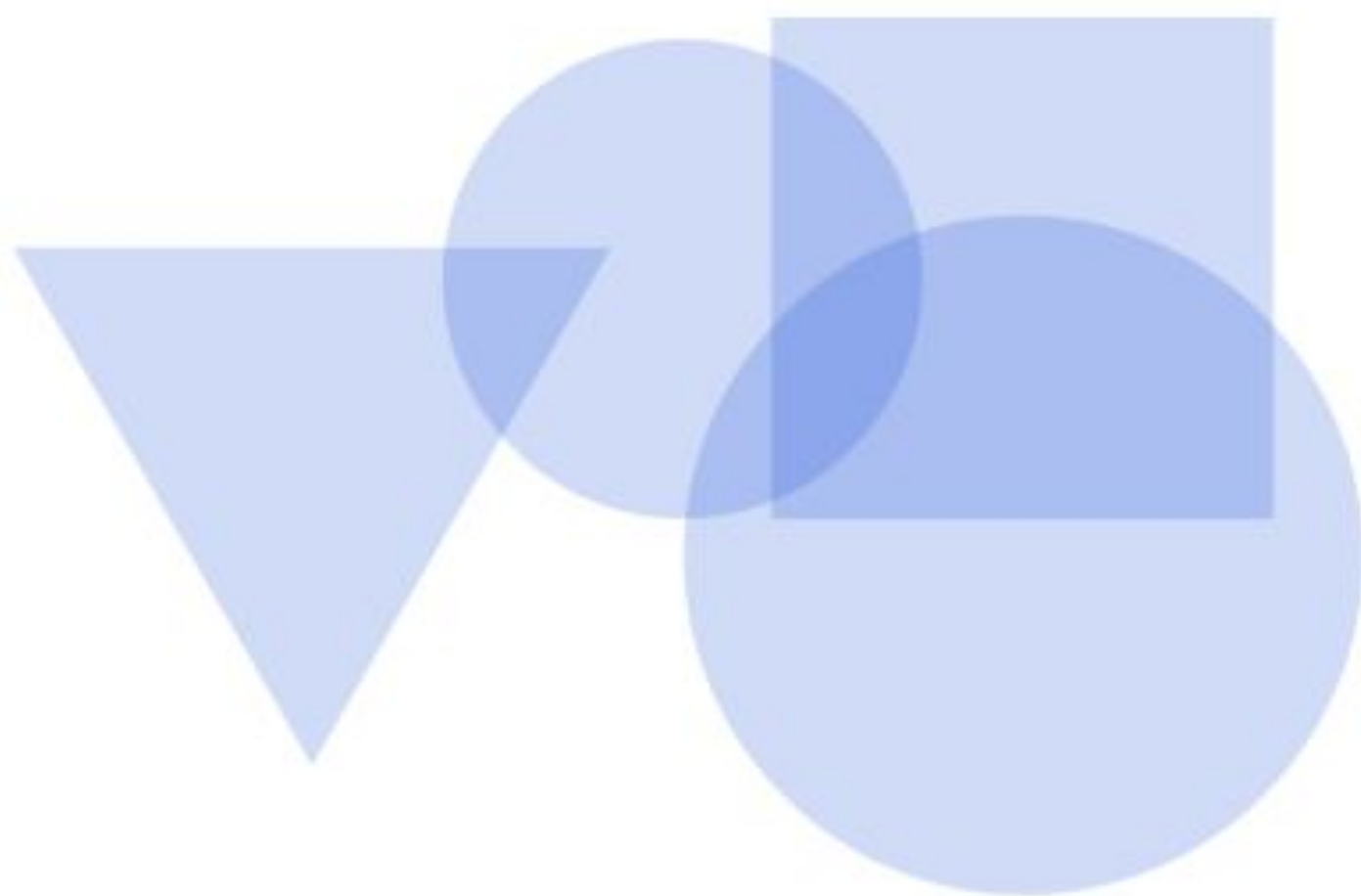
TRAMONTINA

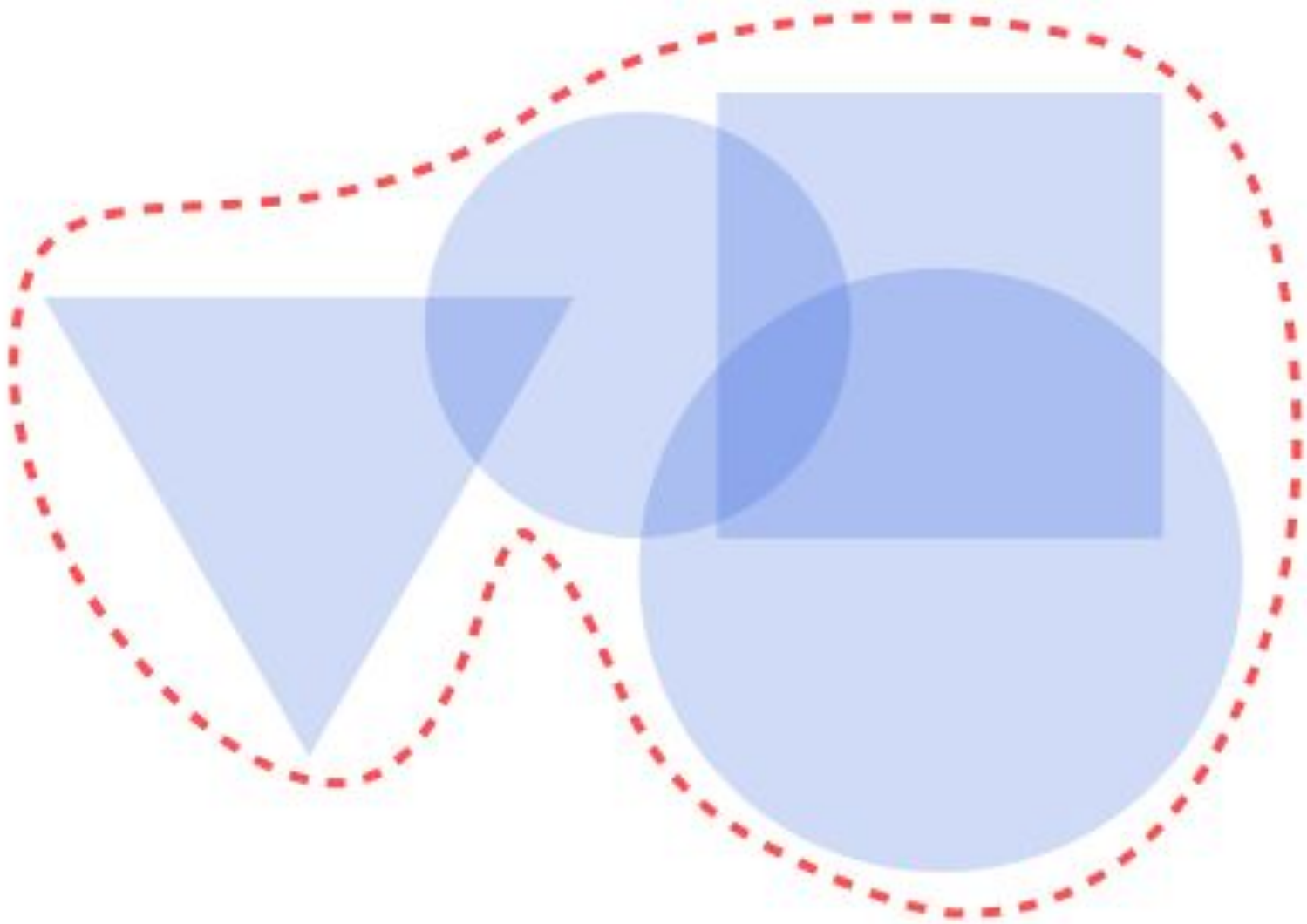


Panasonic

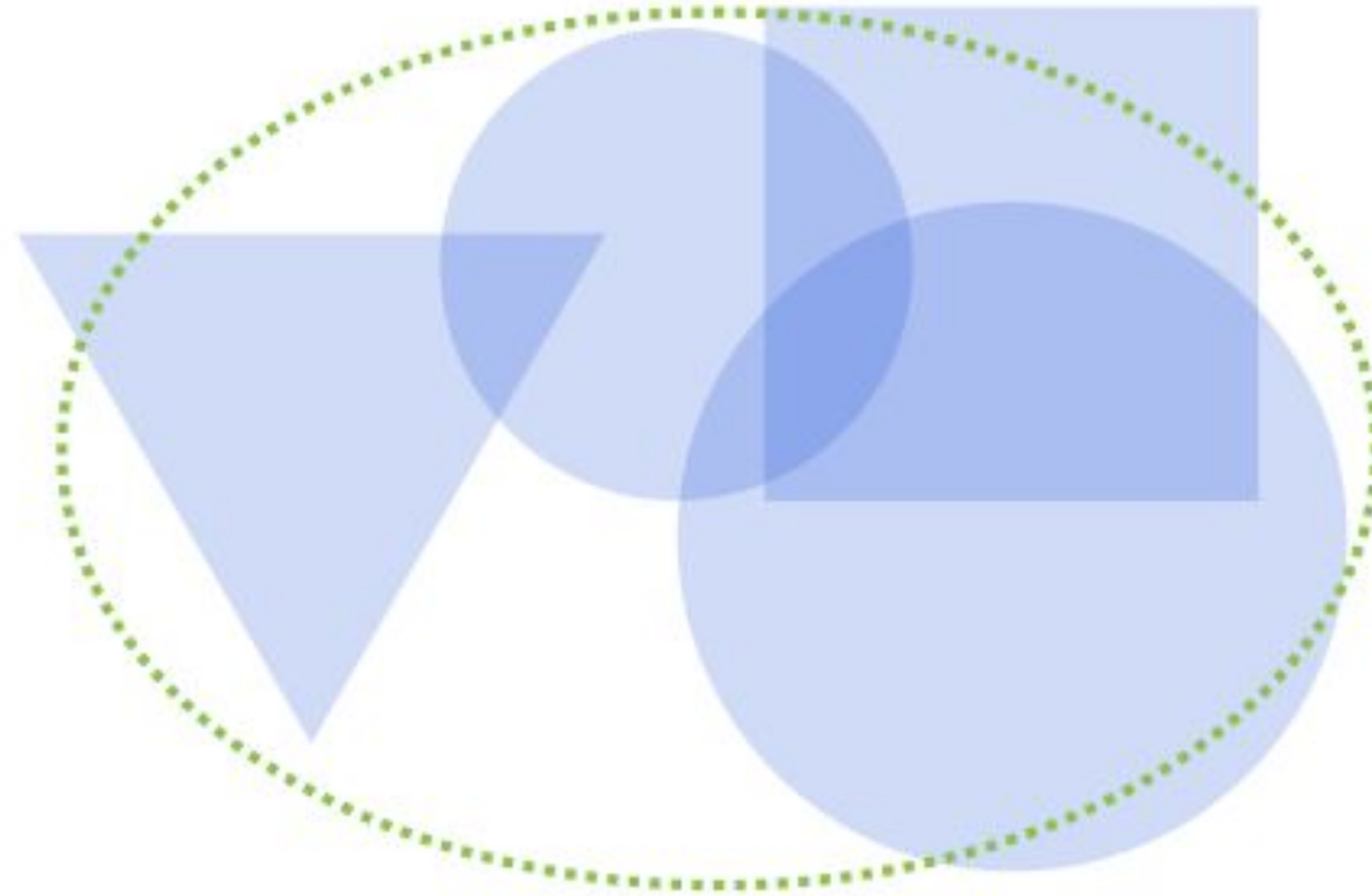




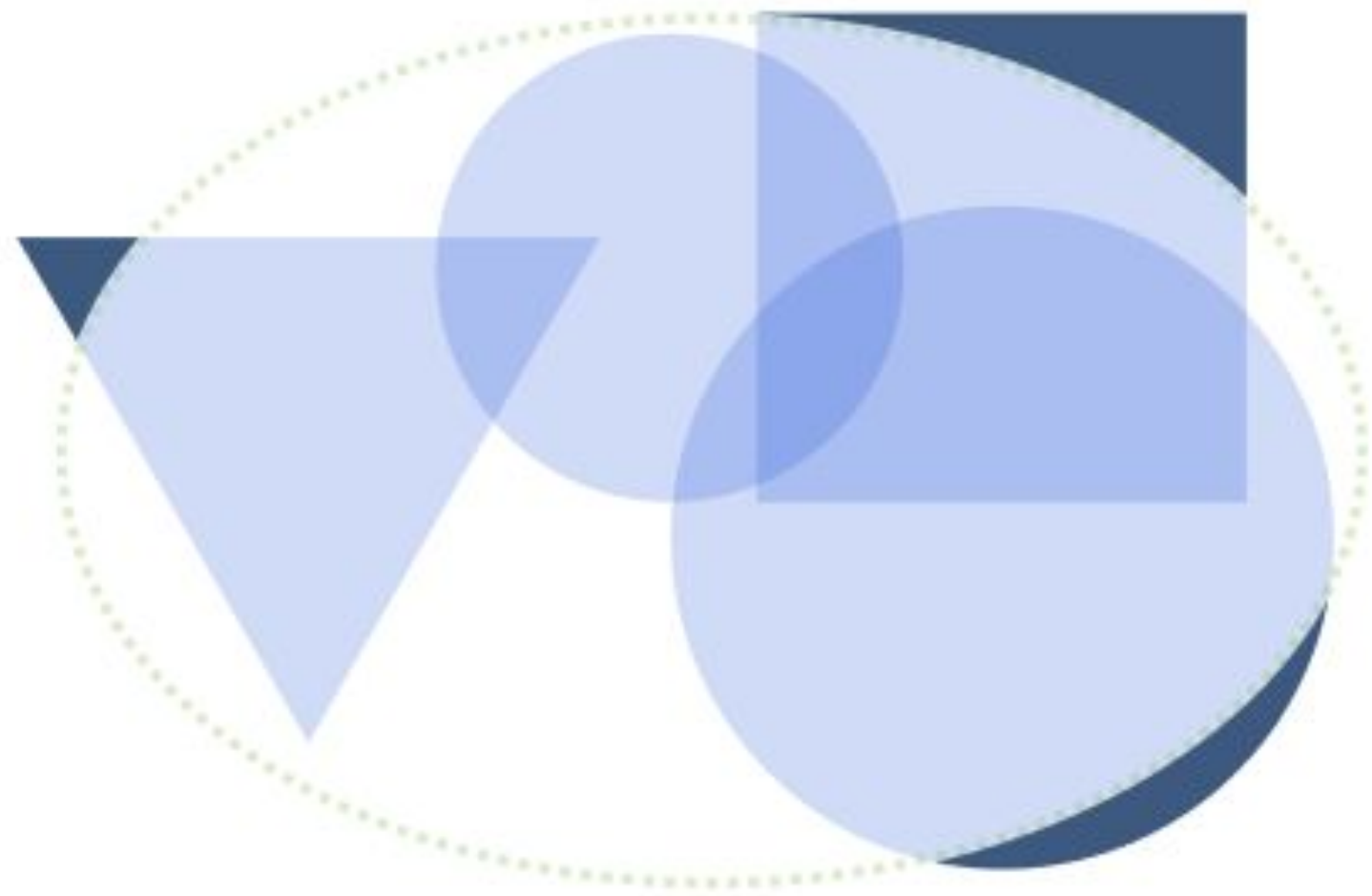




produto possível

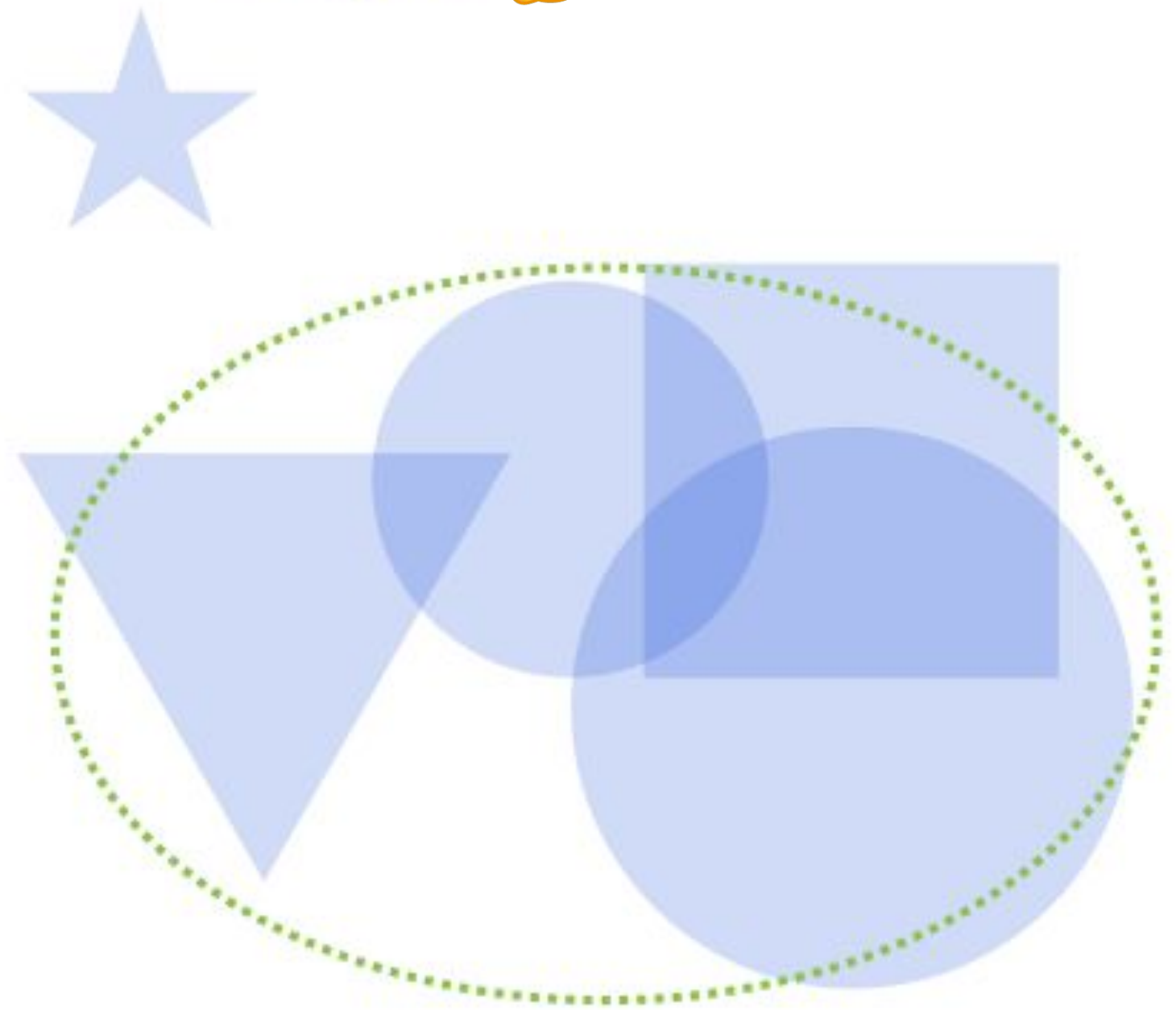


VTEX



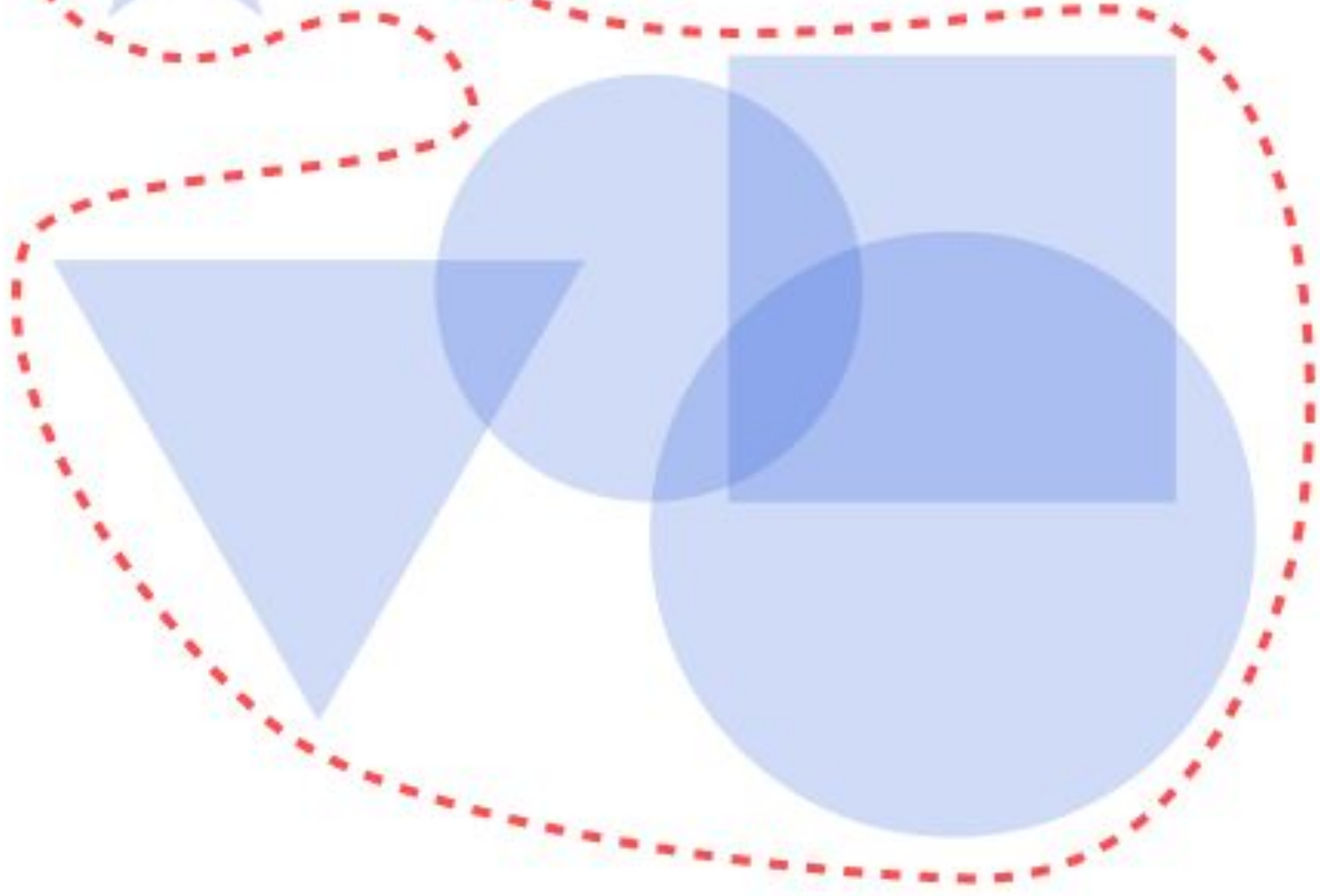
Partners 🤝

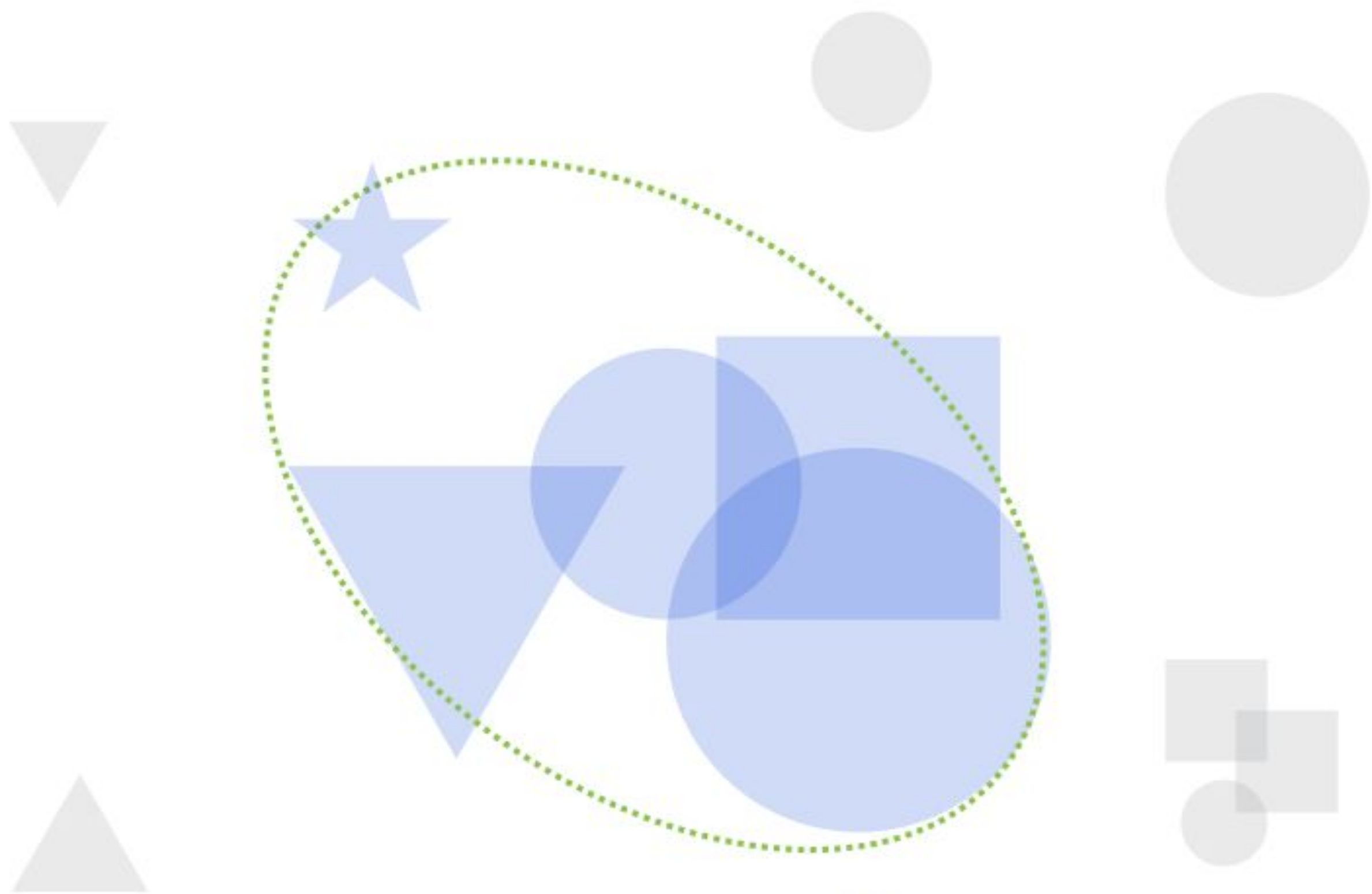
e agora? 🤔





o "puxadinho" 🤔





melhor

Gerando insights a partir de dados em produtos B2B complexos



Using Data to Set Product Strategy by Justin Bauer

Qual é nosso "jogo"?

Clientes

Querem vender mais e melhor.

VTEX

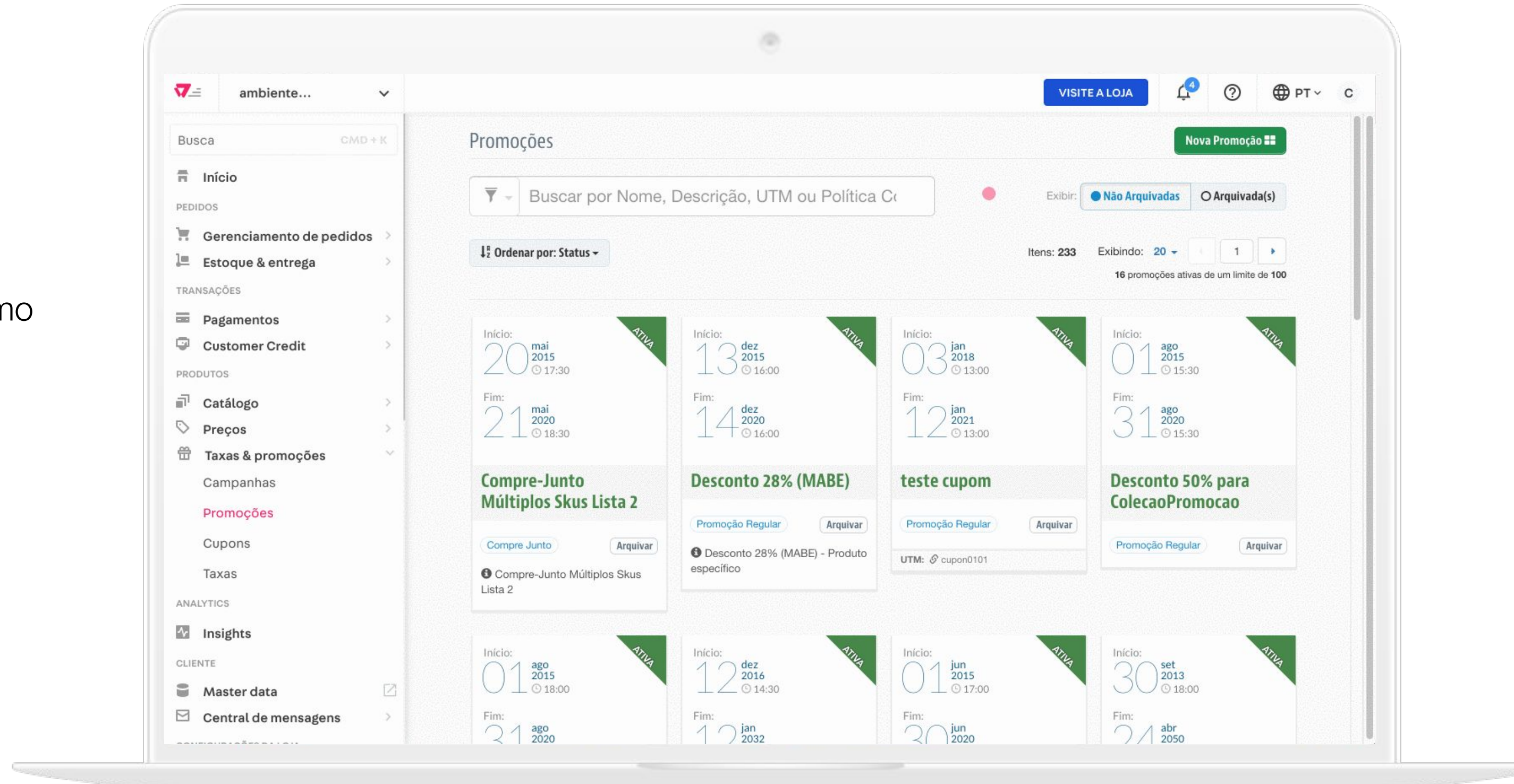
Eliminar as barreiras às vendas e aumentar produtividade na operação.

E o take rate?

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Admin de Promoções

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



Por quê?

Gerando insights a partir de dados em produtos B2B complexos



Refatoração ou redesign?

Refatoração

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

Redesign

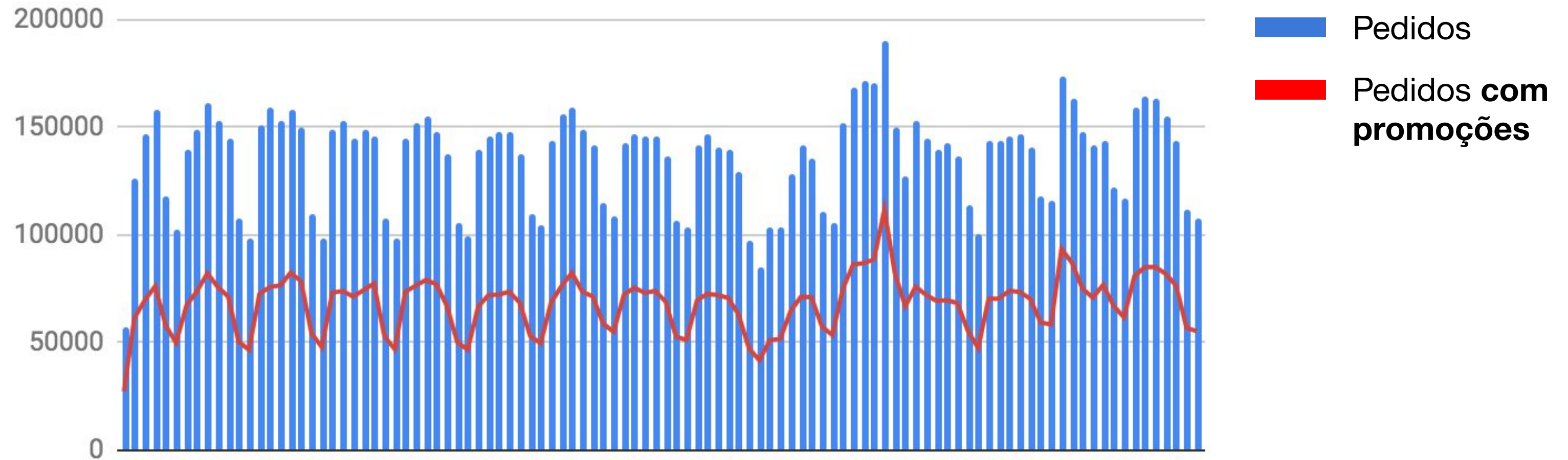
Repensar conceitos, reorganizar fluxos, corrigir problemas de usabilidade e melhorar consistência com o novo Design System.

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Refatoração & redesign

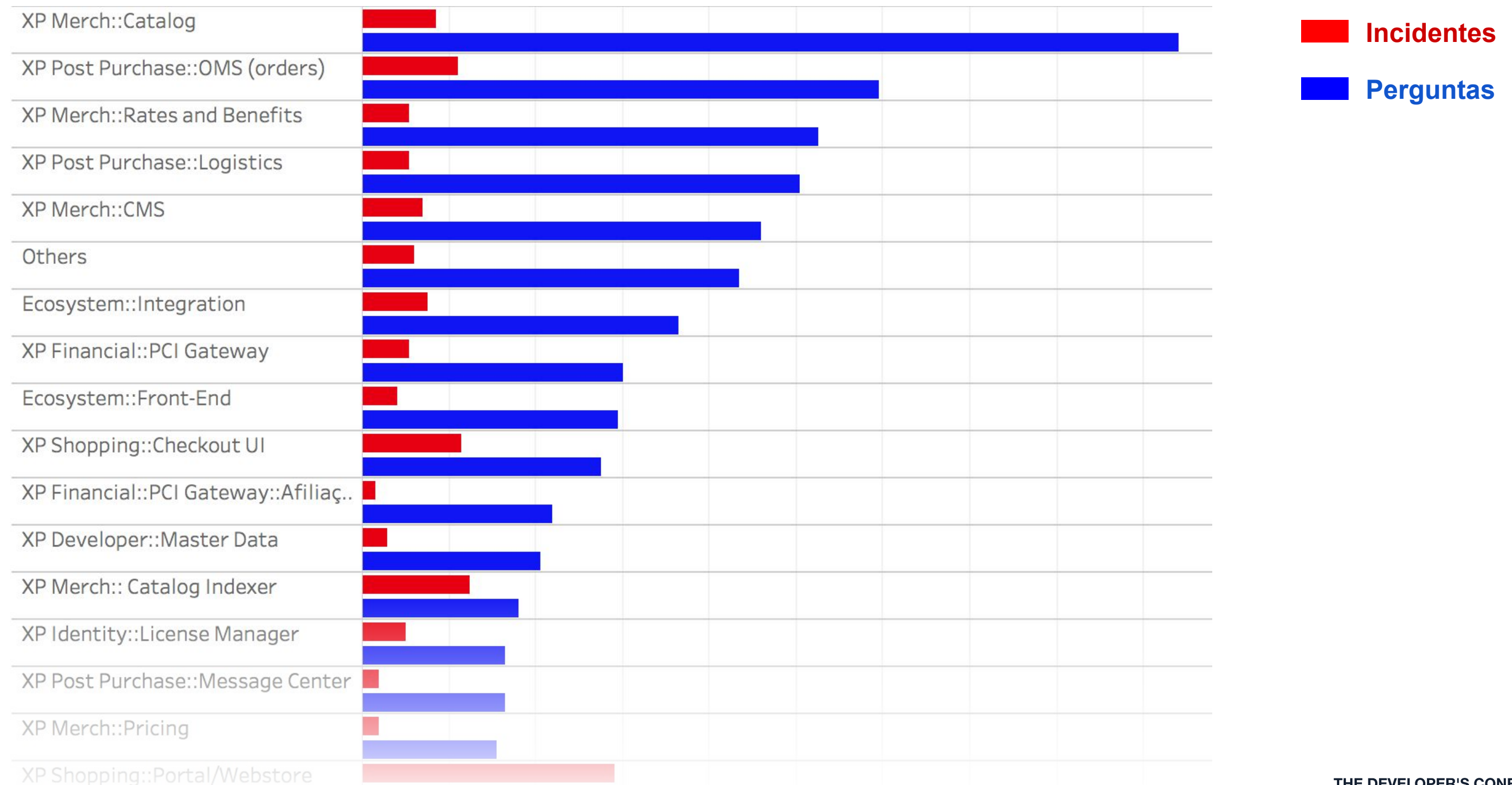
Oportunidade rara de revisitar as estruturas do passado para simplificá-la, melhorar a experiência tanto de devs quanto de usuários.

Pedidos por dia

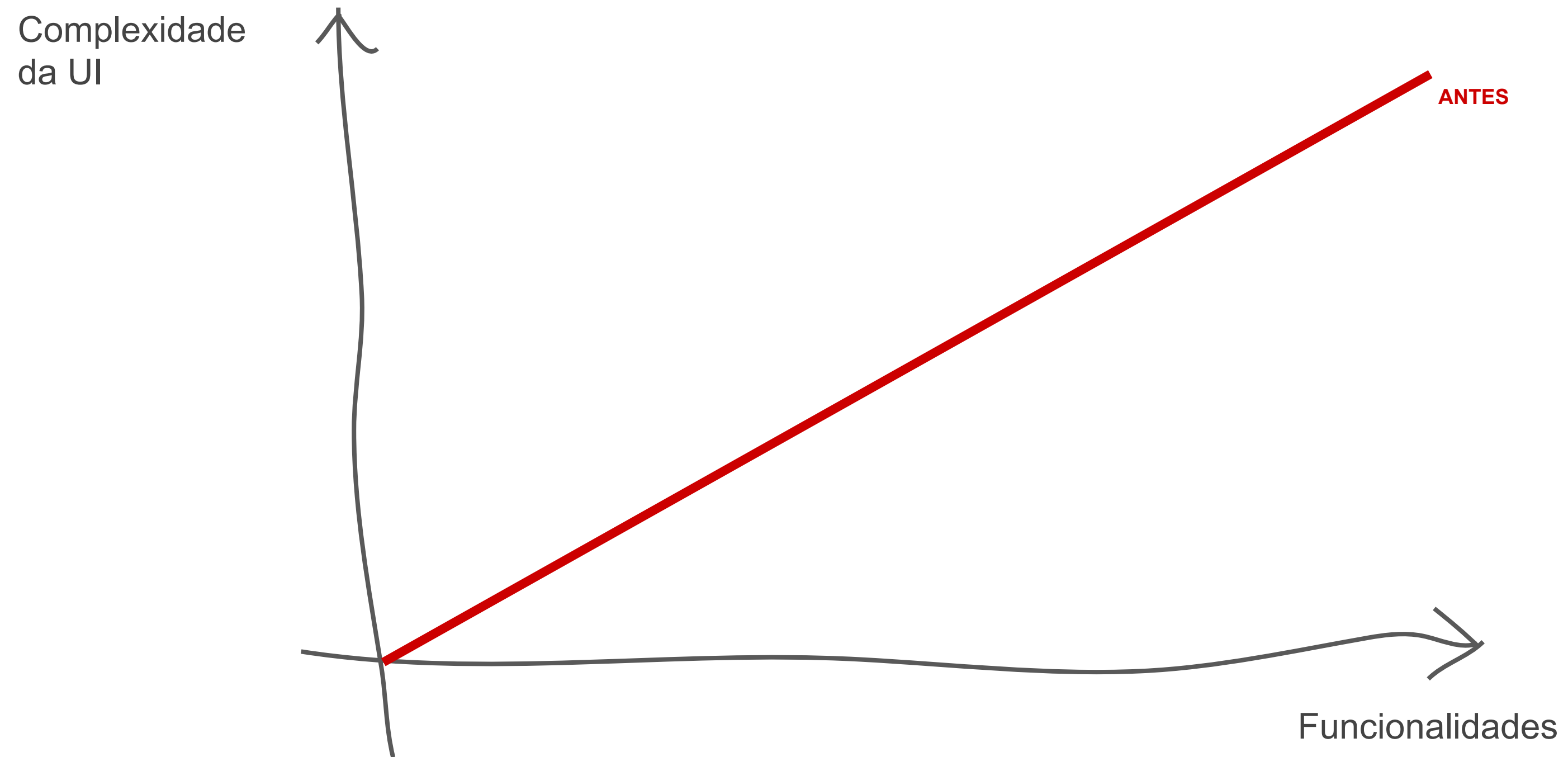


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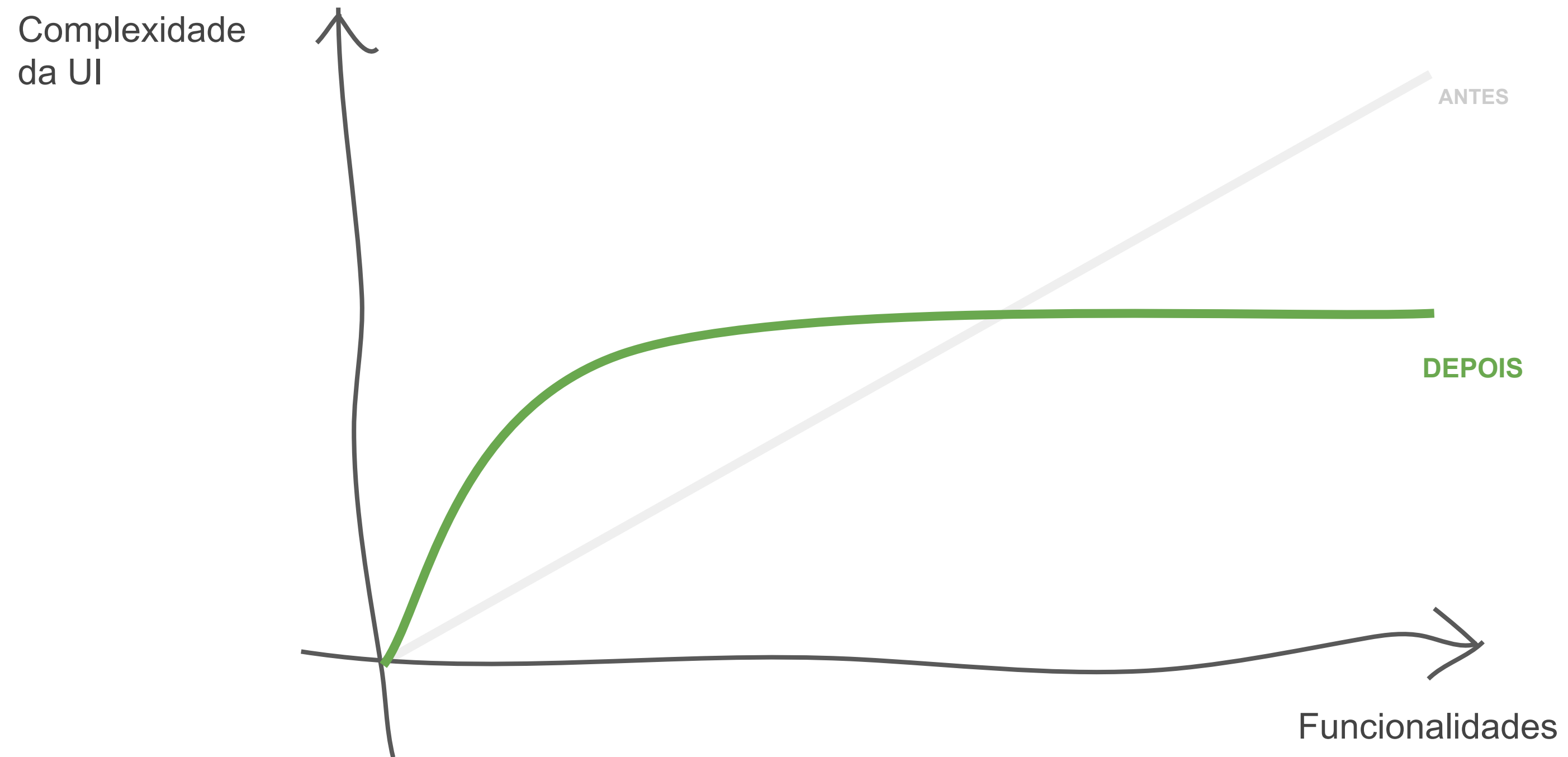
Demandas de suporte



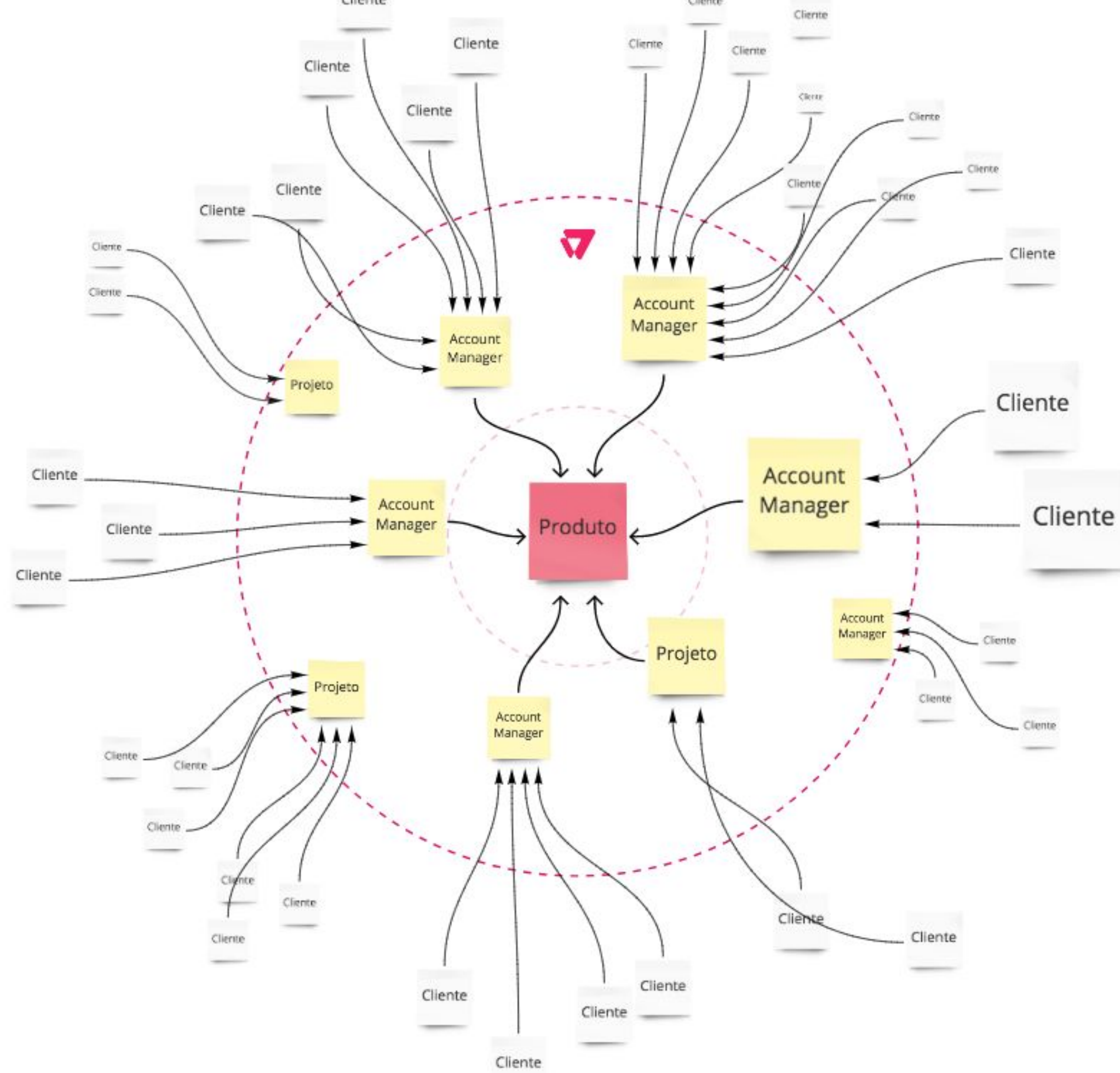
Gerando insights a partir de dados em produtos B2B complexos



Gerando insights a partir de dados em produtos B2B complexos



Levantando
hipóteses



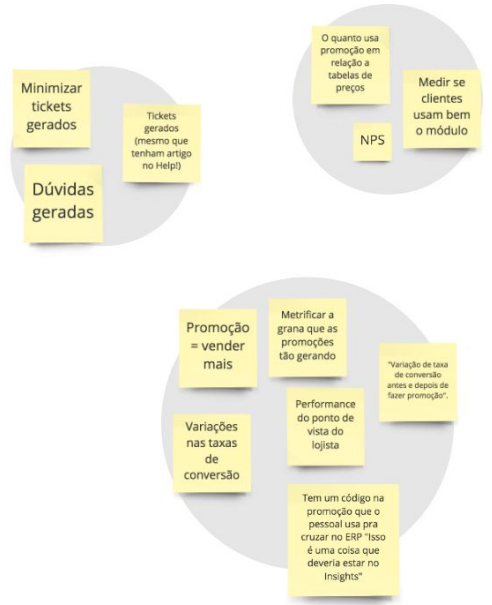
O que ele precisa fazer?

Atender cenários complexos
Permitir dinâmicas comerciais

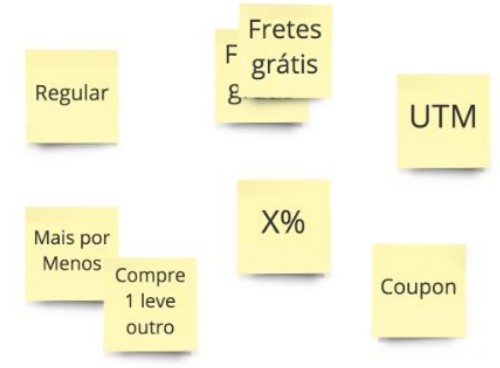
Ser mais inteligente
Sugerir promoções

"A maior parte da lógica do pessoal tá fora da VTEX."
"Vai ser aquele tipo de coisa: Tollerar o erro técnico, que vai chegar pro time ou vai fazer, porque eles já estão muito mais avançados. Mas tem outro lado, tipo, que não sei se tá na cabeça da gente, mas não, por eles só tem um Excel mesmo."

Há KPIs? Como você mediria o sucesso desse projeto?

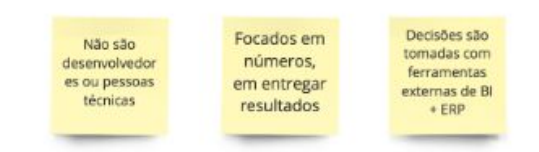


Quais são os principais tipos de promoção pros seus clientes?

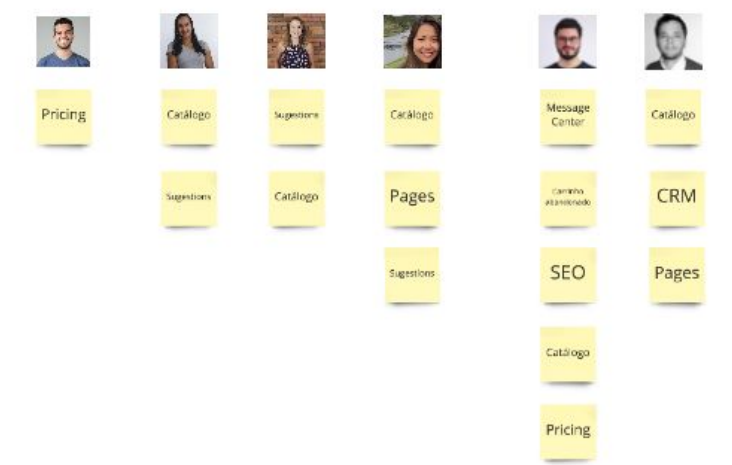


Dependendo da indústria/segmento do mercado as promoções de diferenciação entre mais "estáveis" ou mais "erráticas"

Quem e como são os usuários deste módulo?



Sobre o Merchandising & Marketing XP: tem algum ponto importante sobre os produtos do time que vc acha que devemos estar atentos no futuro?

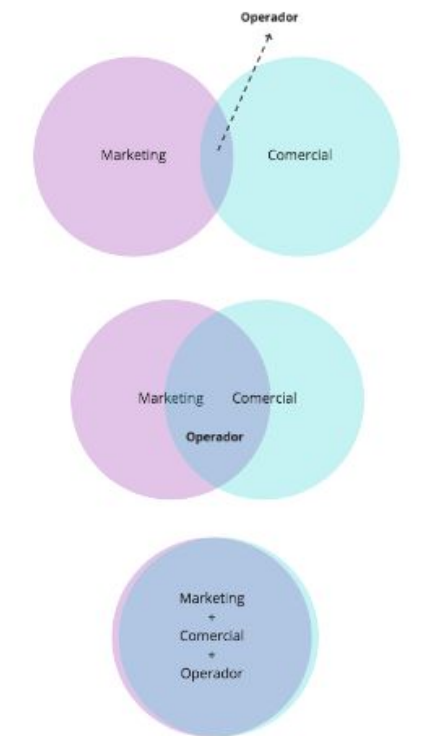


Catálogo	Sugestões	Pages	Pricing	SEO	Carinho abandonado	CRM	Message Center
6	4	2	2	1	1	1	1

Clientes grandes

Médios

Pequenos

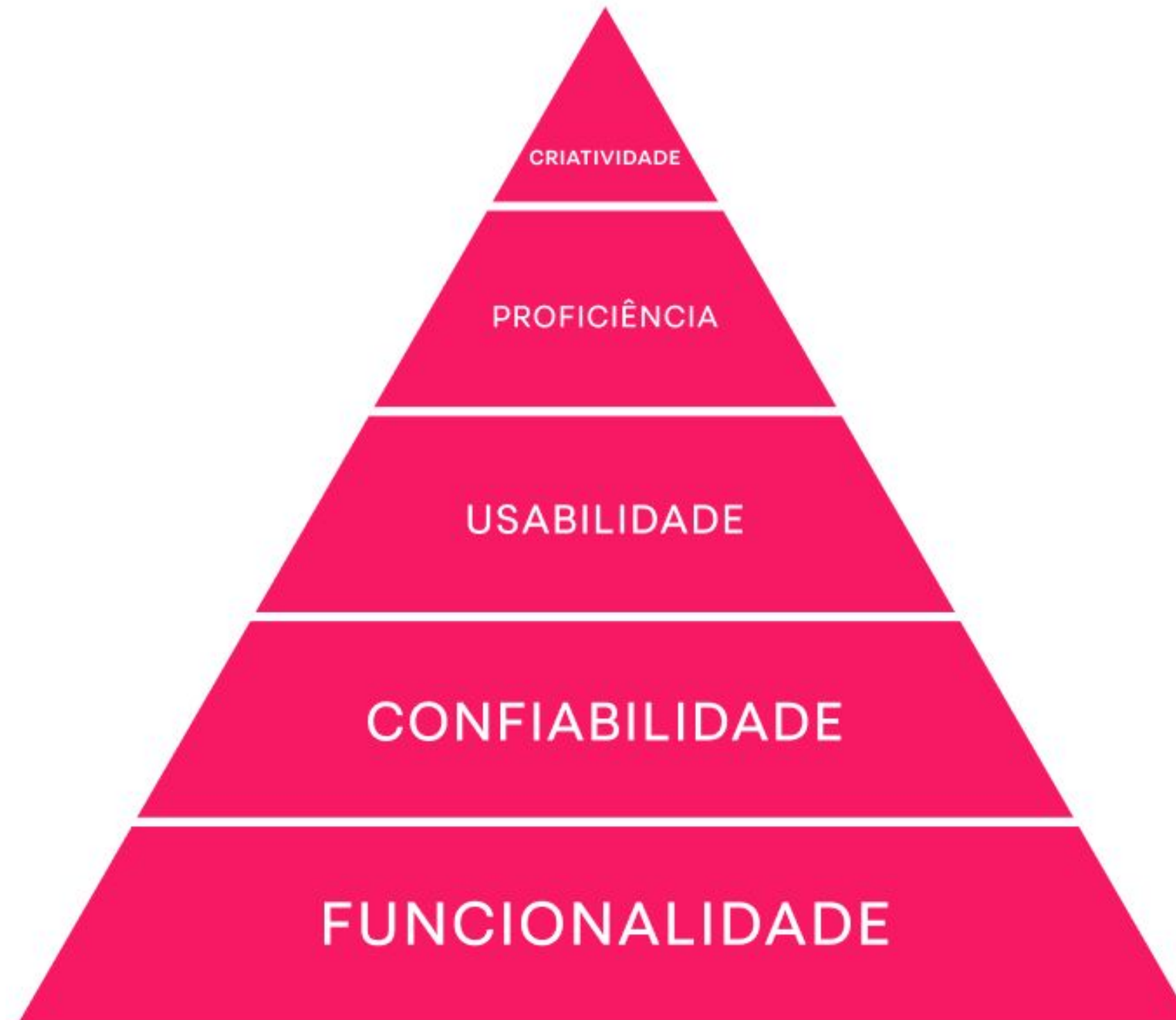


"Tem muita coisa na UI que induz ao erro. A gente tem ver porque do que a gente mostra."

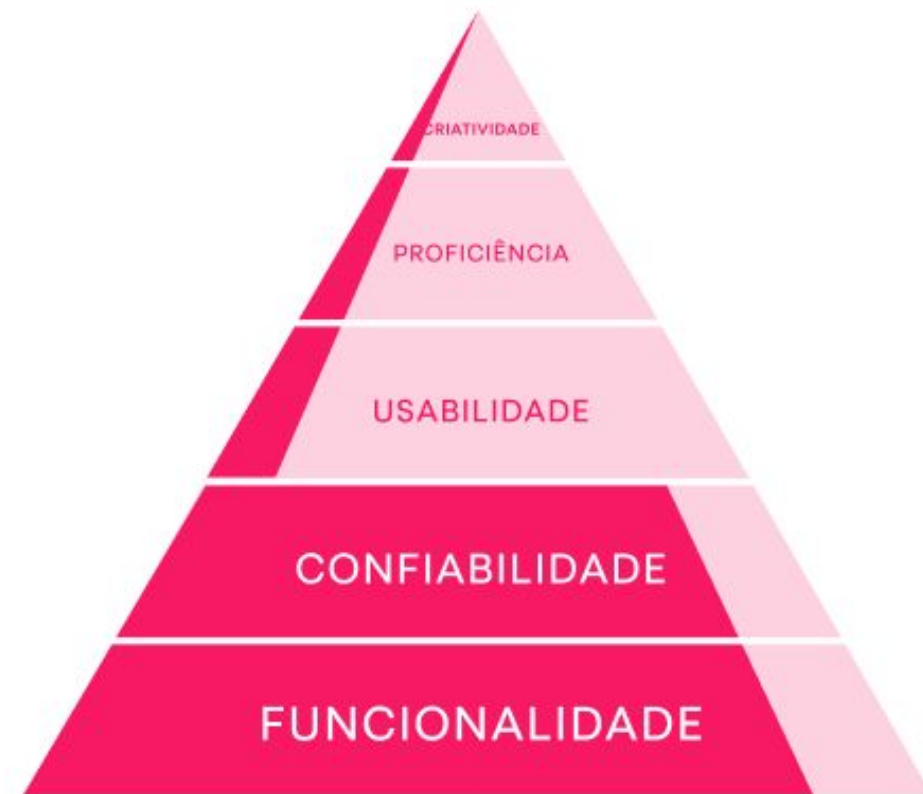
"Ninguém cria uma promoção nova que não acumulando com outra que já tinha e o cara não sabia. Acontece principalmente em clientes maiores, onde tem muita gente mexendo."



Gerando insights a partir de dados em produtos B2B complexos



Gerando insights a partir de dados em produtos B2B complexos



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
- Gerar insights para definição de métricas de sucesso pro produto
- Investigar padrões de uso segmentando clientes por tipo de negócio, tamanho, etc.
- Investigar se há dados com comportamento inesperado
- Medir o engajamento dos clientes com o módulo de promoções

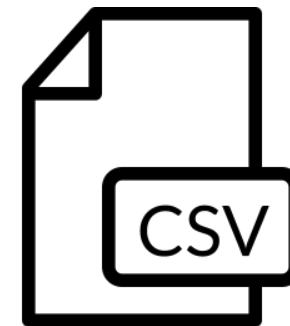
Estruturando os dados das promoções

Retrato das promoções não arquivadas até o momento da extração.

Conversão dos dados das promoções em grandes tabelas, traduzindo configurações muito específicas em dado de negócio.

Preparação dos dados de clientes (segmentos, GMV, etc) em estrutura semelhante

Gerando insights a partir de dados em produtos B2B complexos



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

Filters

Segment

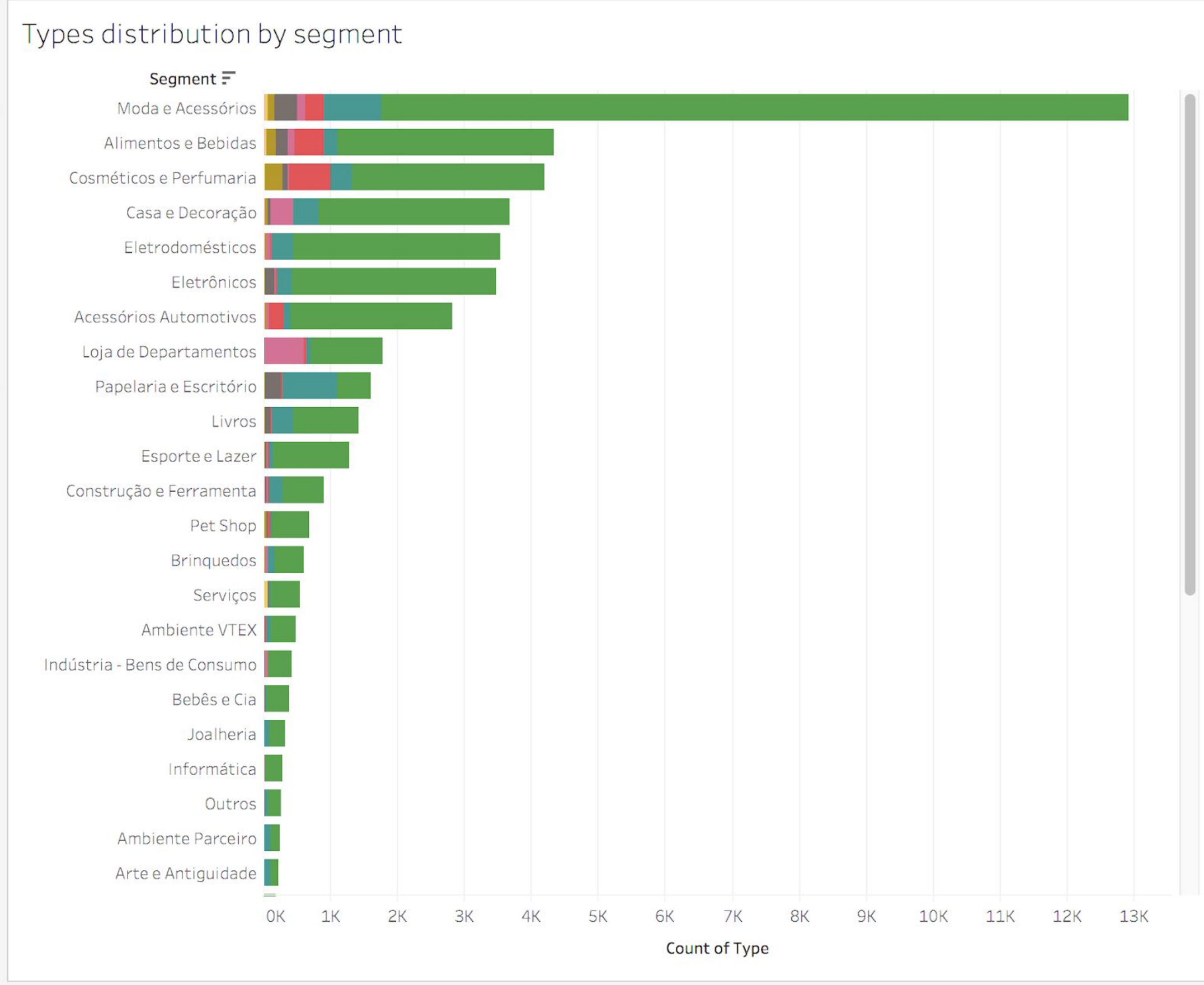
Marks

Automatic

Color Size Label

Detail Tooltip

Type



Type

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

Uso dos tipos de promoções

The screenshot displays a promotional management interface with a grid of promotion cards and a central menu of promotion types. The interface includes a search bar at the top left, a 'New Benefit' button at the top right, and a grid of promotion cards. Each card shows the end date, start date, and end date, along with the promotion name and type. The promotion types are: Regular, Buy Together - Bundle, More for Less, Progressive Discount, Buy One Get One, Maximum Price per Item, and Campaign Benefit. The promotion cards are arranged in a grid, with some cards having an 'Archive' button. The promotion types are arranged in a grid, with some types having an 'Archive' button. The promotion types are: Regular, Buy Together - Bundle, More for Less, Progressive Discount, Buy One Get One, Maximum Price per Item, and Campaign Benefit. The promotion cards are arranged in a grid, with some cards having an 'Archive' button. The promotion types are arranged in a grid, with some types having an 'Archive' button.

Search: Sales Policy

New Benefit

End: 14 Dec 2020 16:00 ACTIVE

Start: 03 Jan 2018 13:00 End: 1

End: 12 Jan 2032 14:30 ACTIVE

Start: 01 Jun 2015 17:00 End: 3

End: 27 Apr 2054 18:00 ACTIVE

Start: 31 Dec 2011 20:00 End: 31 Jul 2030 18:00 ACTIVE

Start: 31 Dec 2011 20:00 End: 31 Jul 2030 18:00 ACTIVE

Regular

Buy Together - Bundle

More for Less

Progressive Discount

Buy One Get One

Maximum Price per Item

Campaign Benefit

(MABE)

Archive

MABE) - Produto

Regular

UTM: coupon0101

Archive

Archive

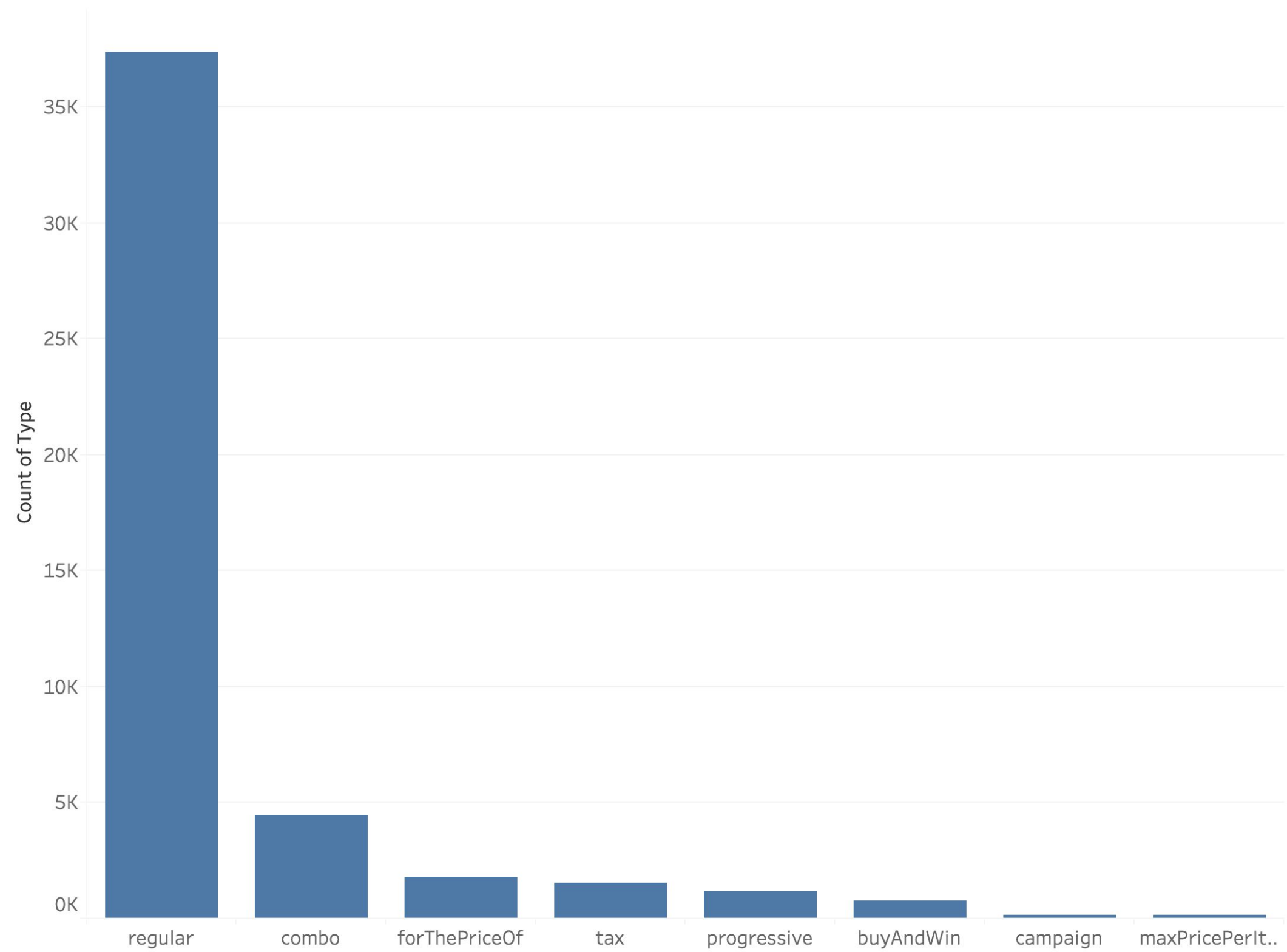
Progressive Discount

Archive

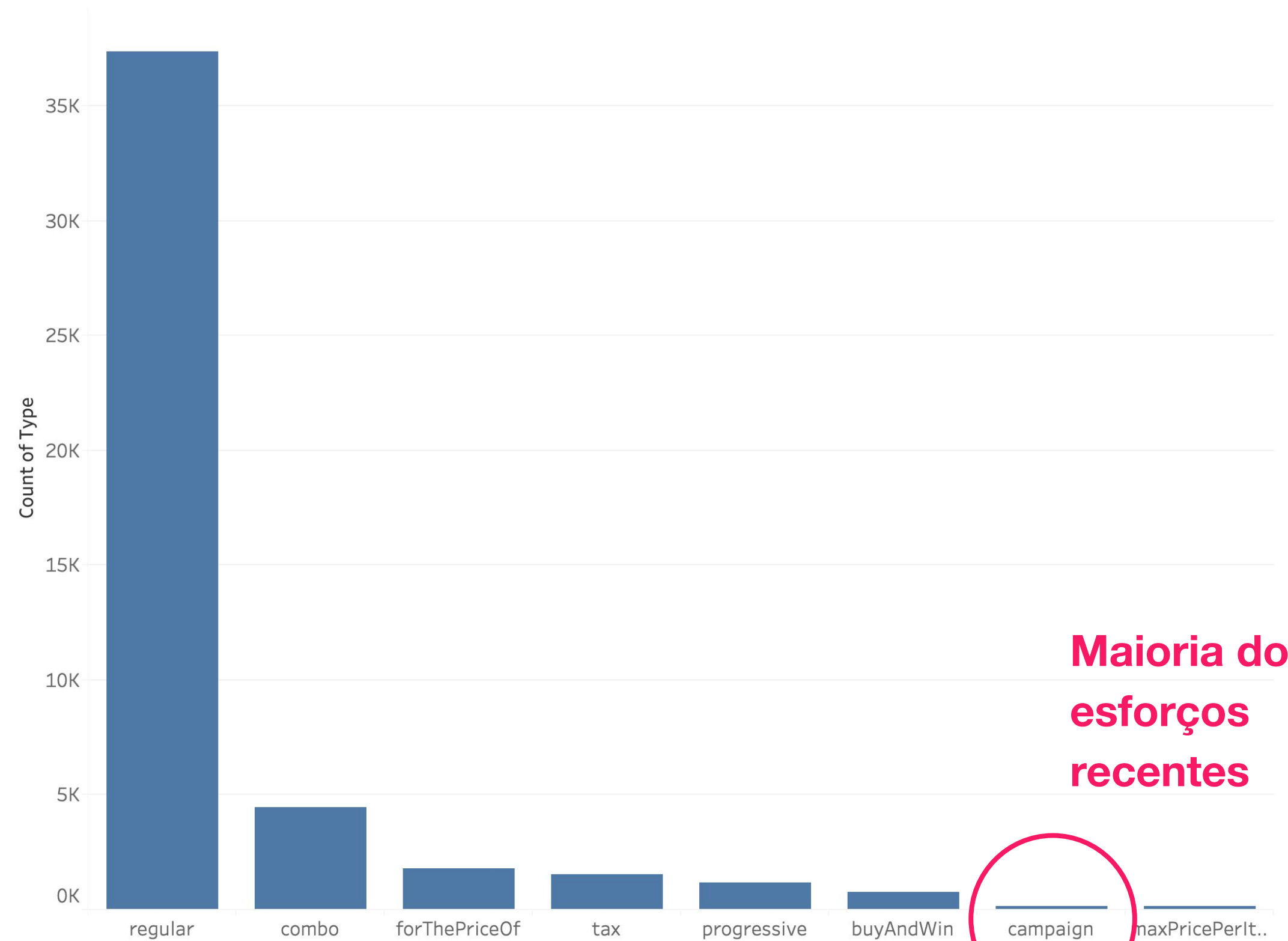
Percentual teste 25%

Descontom

Uso dos tipos de promoções



Uso dos tipos de promoções



Maioria dos esforços recentes

New promotion

General

Initial status

Active

Name

Start date

Time zone is GMT-3 (Brasilia).

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

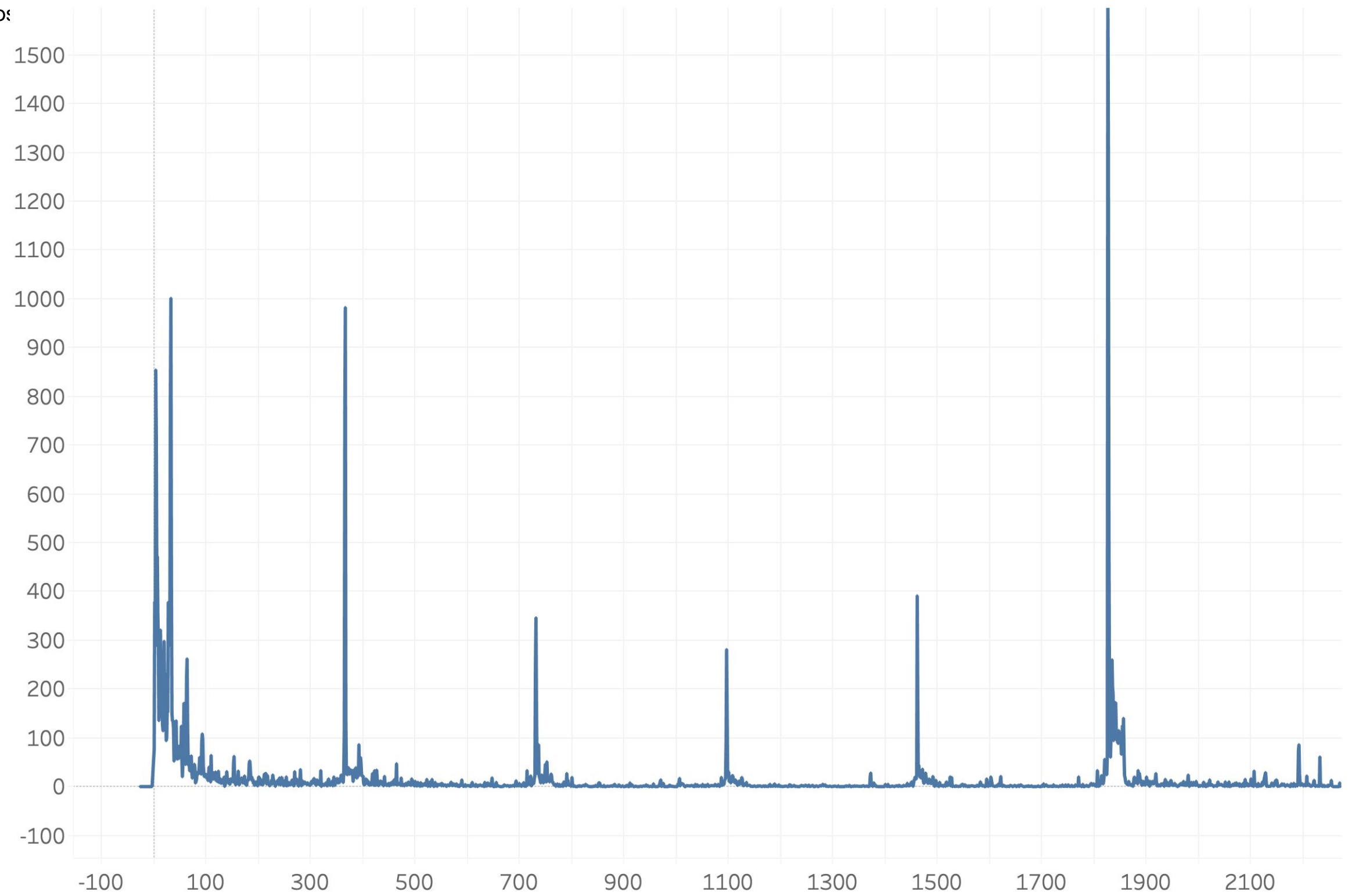
Restrict trade policies

SAVE

CANCEL

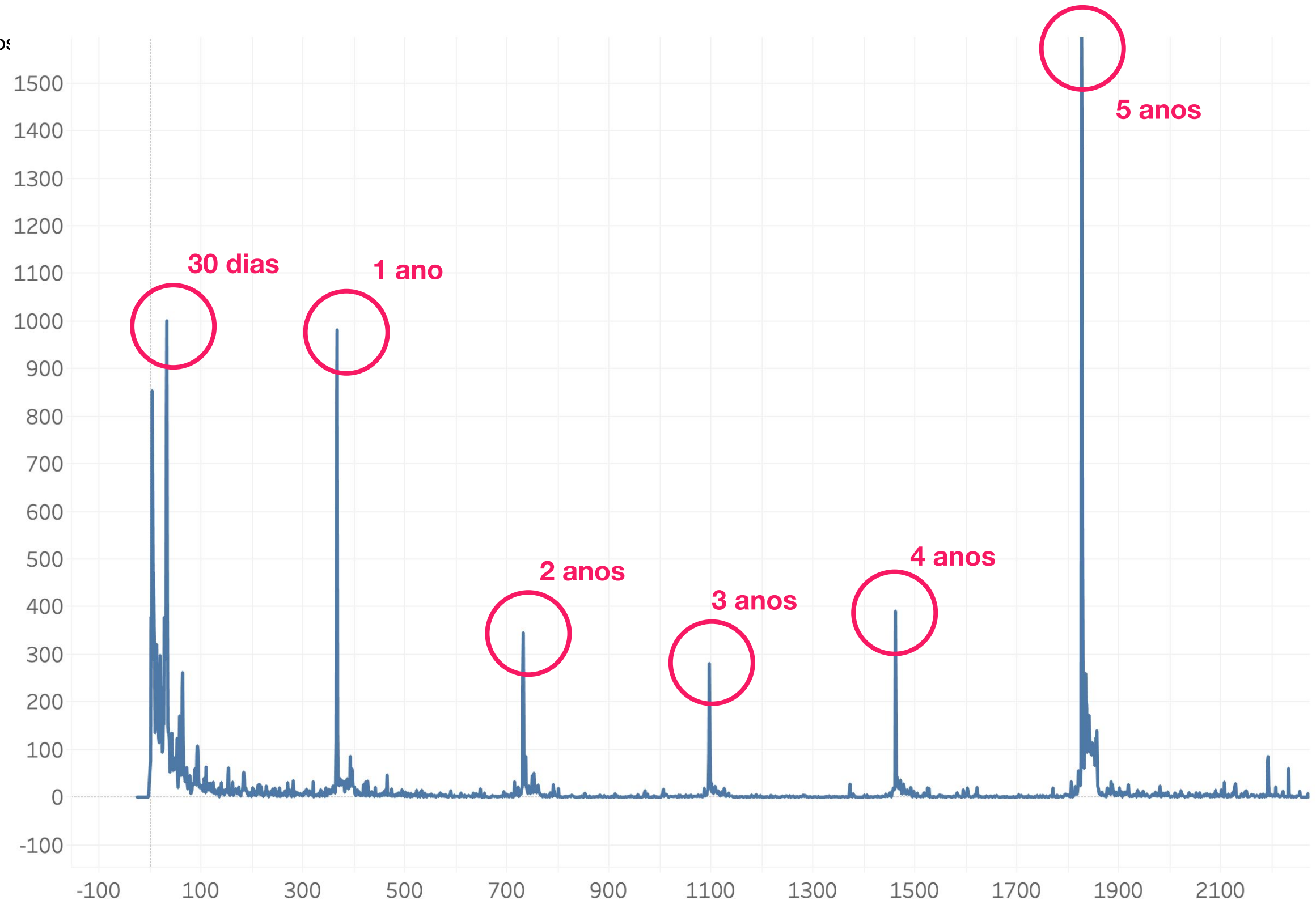
Gerando insights a partir de dados em produtos B2B complexos:

Durações



Gerando insights a partir de dados em produtos B2B complexos:

Durações



Gerando insights a partir de dados em produtos B2B complexos

Durações

Start date

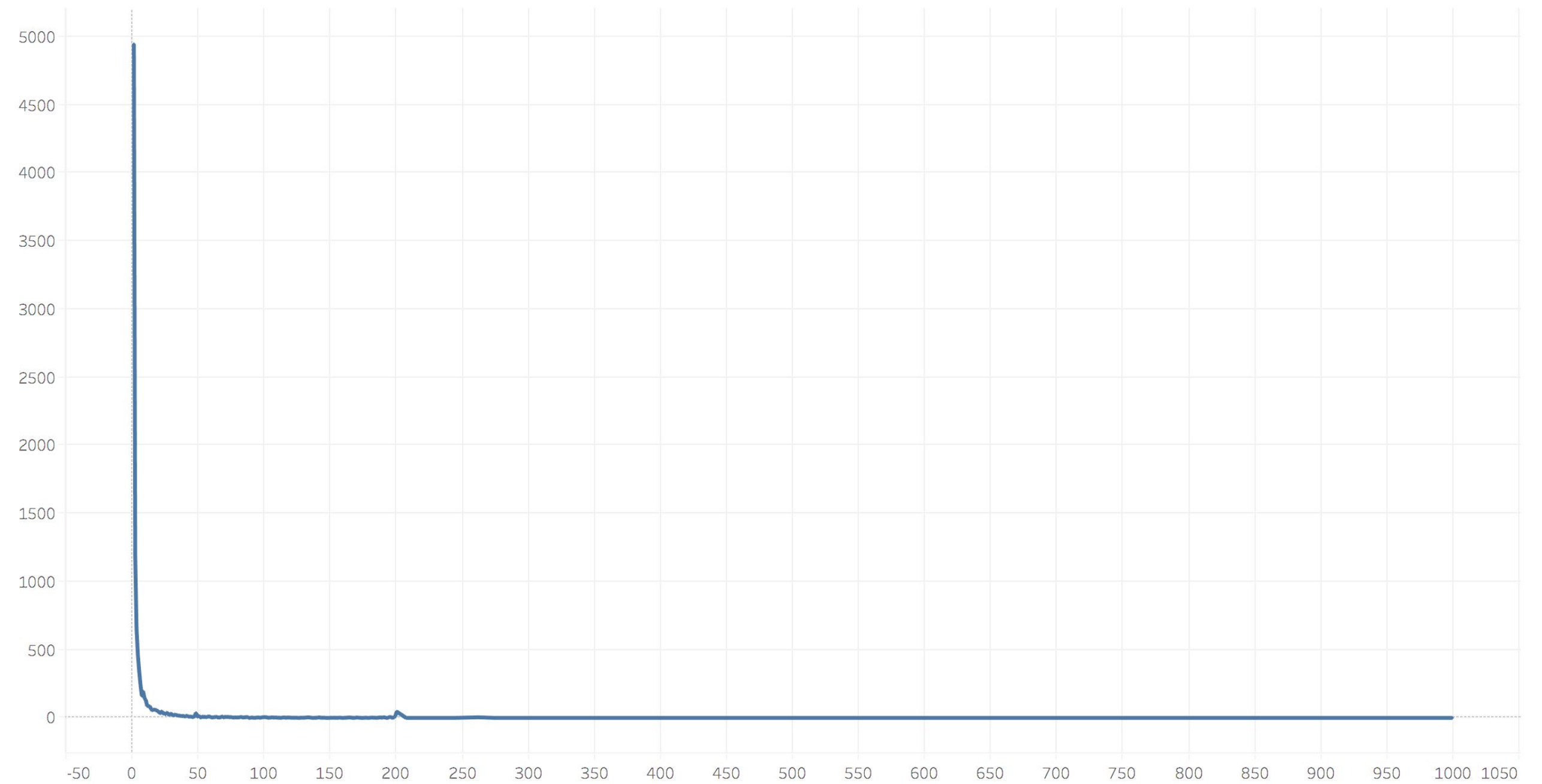
A date input field with a calendar icon on the left and the text "01/04/2018" inside. The field has a light gray border and rounded corners.

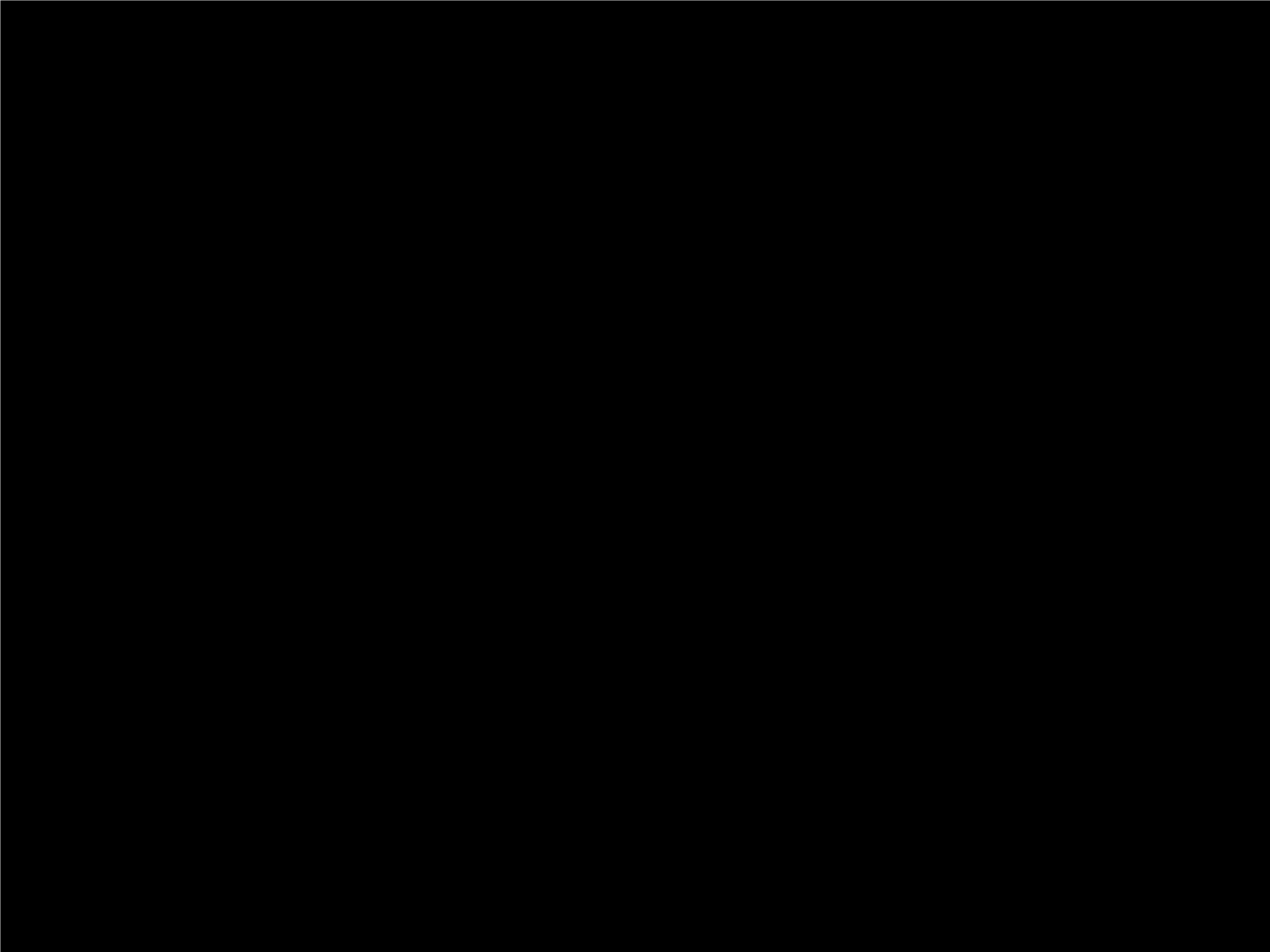
Time zone is GMT-3 (Brasilia).

Set end date

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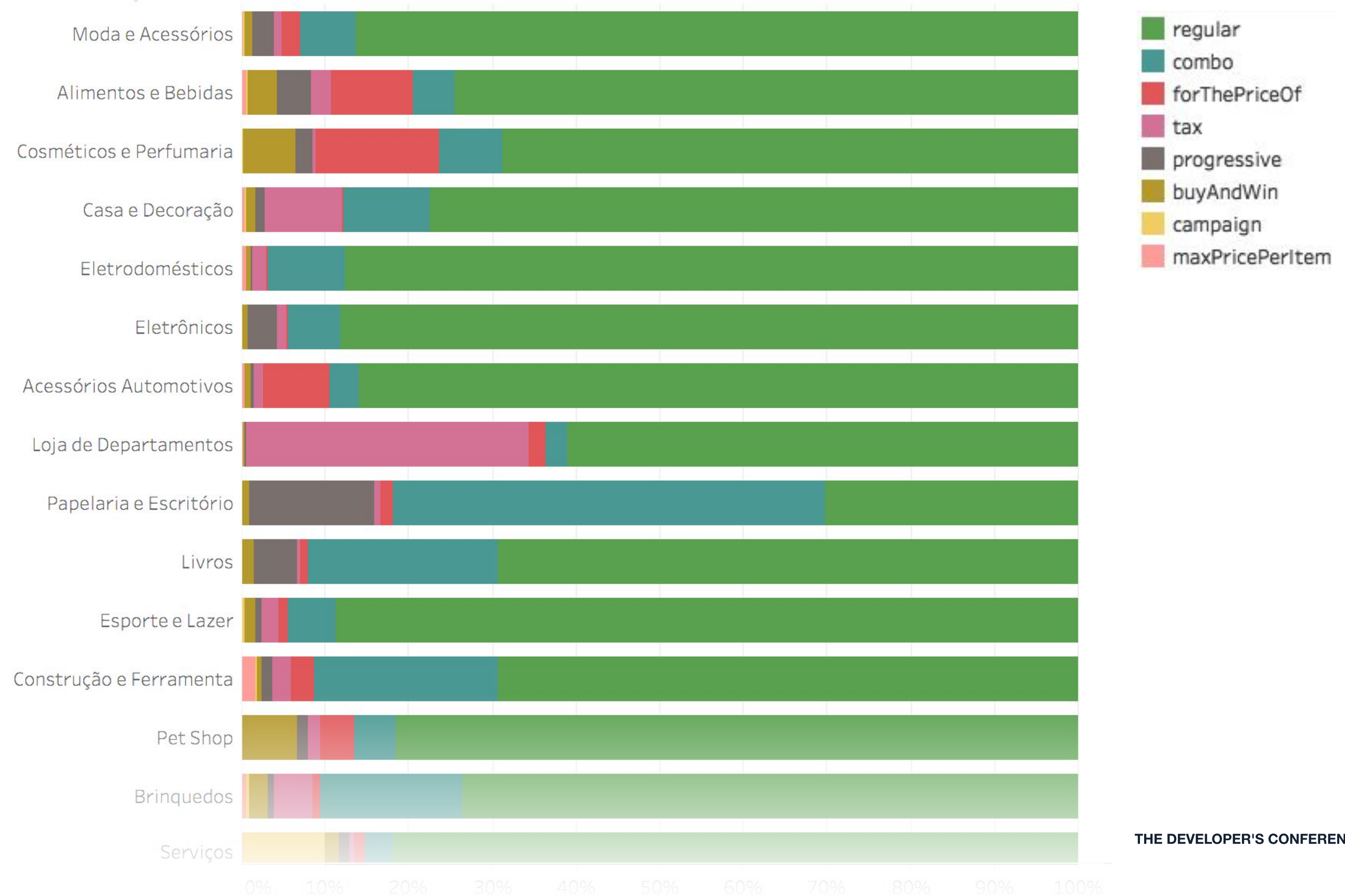
Produtos atingidos pela promoção





Gerando insights a partir de dados em produtos B2B complexos

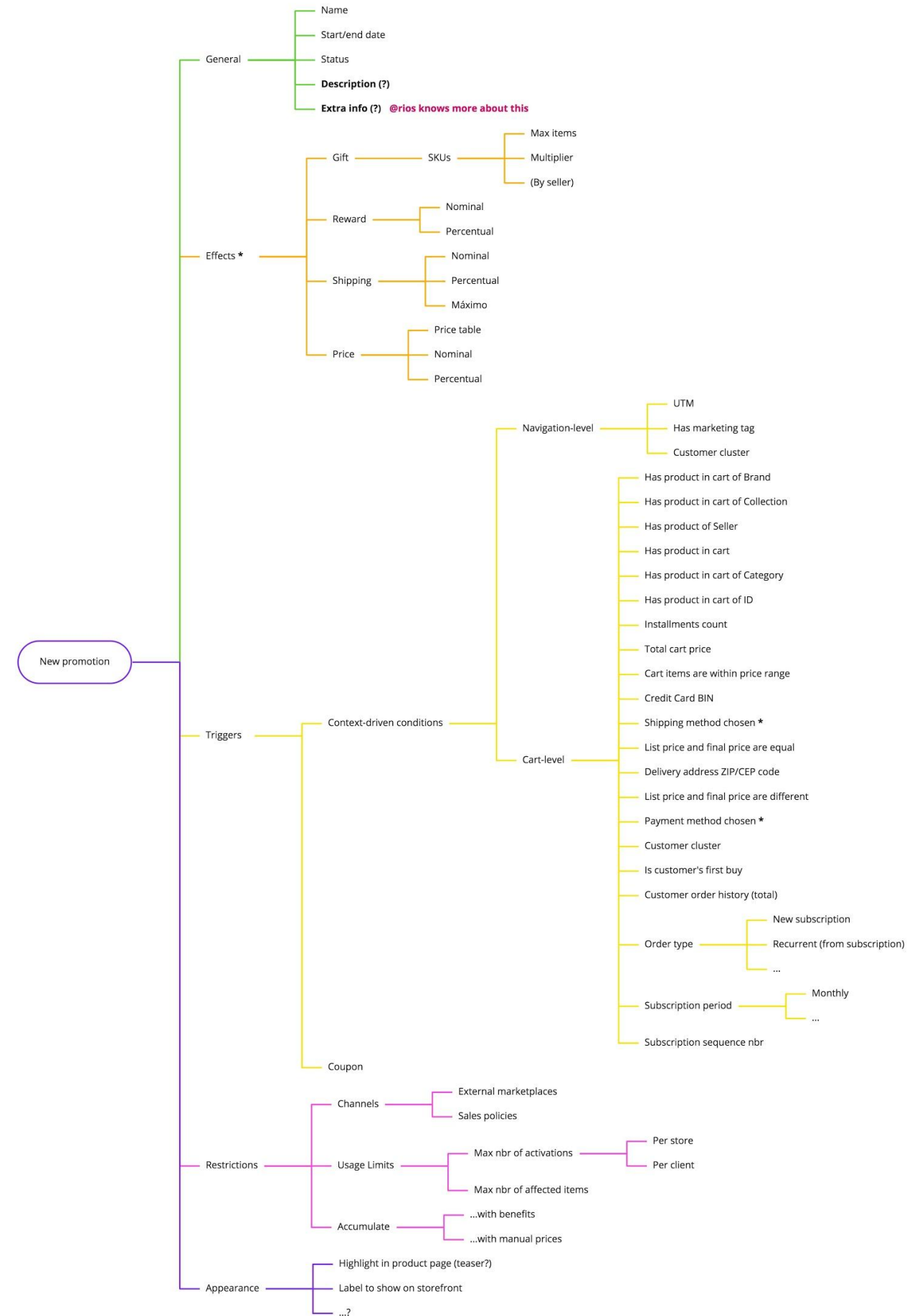
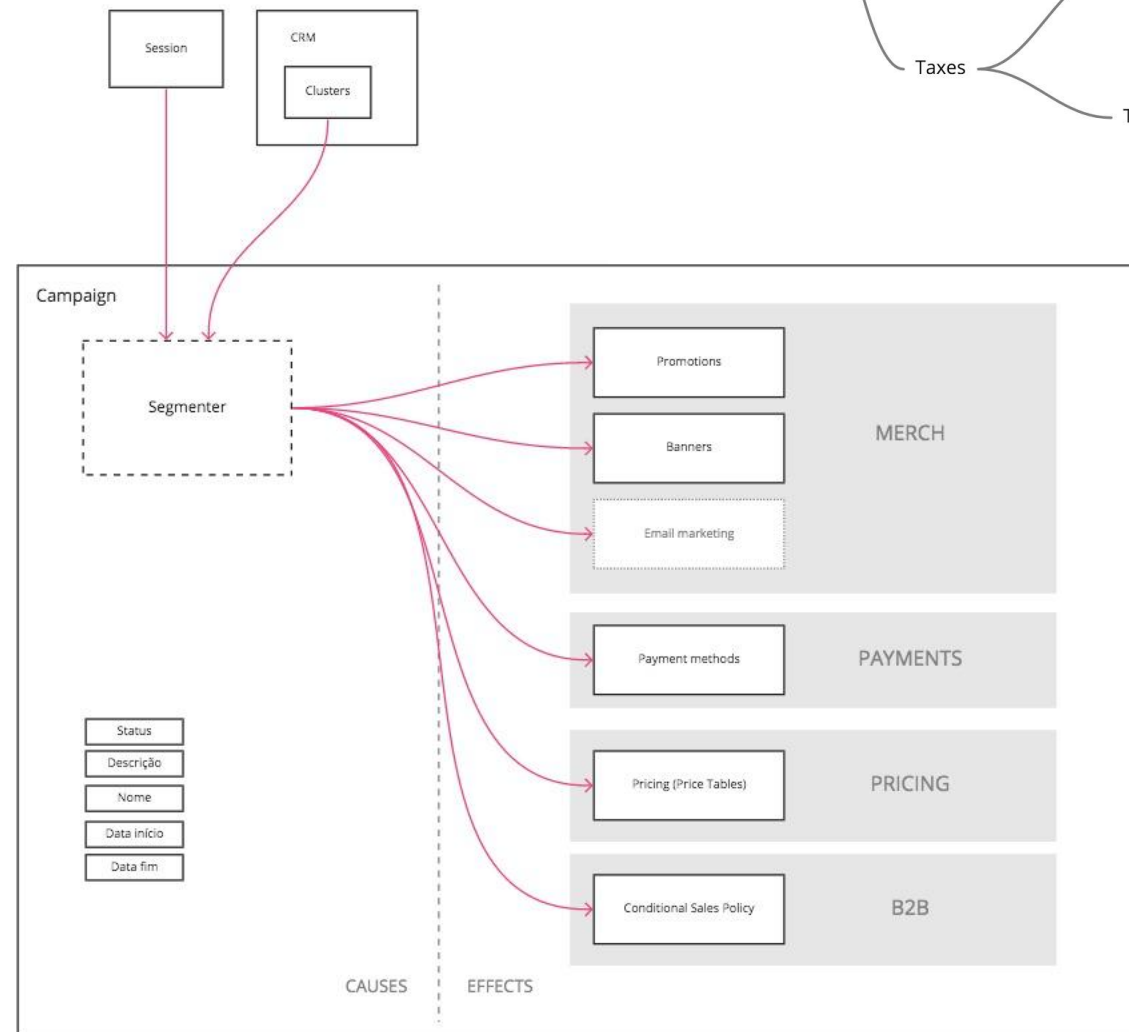
Tipos de promoção por segmentos



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	<i>not an actual condition</i>	?	Buying a minimum quantity of products in a skus list implies in free shipping, gift or maximum price per item	✓	✓	✓	✓
5	<i>CardIssuer</i>			Seems to be a deprecated	•	•	•	✓
6	ClusterExpressions	Customer cluster	2.77%	Custom conditions for clustering customers from CRM, such as "newsletter=true"	✓	✓	✓	•
7	Combo	<i>not an actual condition</i>	?	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	<i>not an actual condition</i>	?	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 PC	✓	✓	✓	✓
10	<i>GiftListType</i>			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	<i>HasCommercialCondition</i>			Deprecated.	✓	-	-	•
14	<i>HasCoupon</i>			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	<i>MaxCalculatorUsage</i>			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	<i>Merchant</i>			Seems to be deprecated.	✓	-	-	•
32	<i>OrderTotalOverX</i>			Deprecated.	✓	-	✓	✓
33	Origin	-	100.00%	Whether 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%		✓	✓	✓	•
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5	CardIssuer			Seems to be a deprecated	•	•	•	✓
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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				
12	HasCategory	Has product in cart of Category	9.59%	Presence of				
13	HasCommercialCondition			Deprecated				
14	HasCoupon			Deprecated				
15	HasManualPrice	-	0.00%	Internal campaign promotion				
16	HasProduct	Has product in cart of ID	36.64%	Presence of				
17	HasProductCluster	Has product in cart of Collection	17.00%	Presence of				
18	HasSeller	Has product of Seller	33.97%	Products in				
19	HasSkus	Has product in cart	-	Presence of				
20	HasTradePolicy	Sales channel filter	54.20%	List of sales channels in w 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" and 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 generic case. 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%	Whether the promotion applies to the Marketplace or Fulfillment domain.	✓	✓	✓	•
34	PaymentMethod	Payment method chosen	5.76%	The payment method chosen by the user.	✓	✓	✓	✓



Acompanhamento

Métricas de produto
"tradicionais"

Revenue / orders

Tempo de sessão

Conversões

NPS

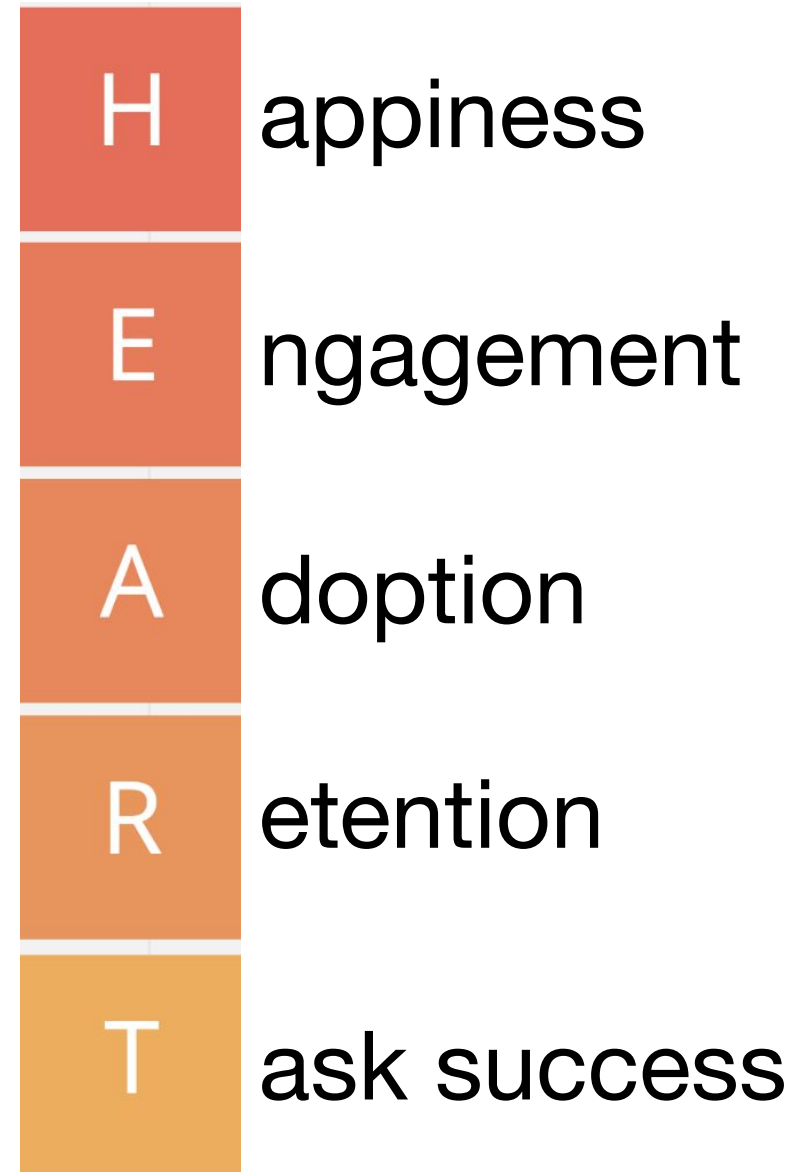
Bounce rate

DAU/MAU

App installs

Churn

Gerando insights a partir de dados em produtos B2B complexos



Gerando insights a partir de dados em produtos B2B complexos

	Goals	Signals	Metrics
H			
E			
A			
R			
T			

Gerando insights a partir de dados em produtos B2B complexos

	Goals	Signals	Metrics
H	Easily create everything my business needs	NPS Unsupported promotions decrease Surveys answered	Time to deliver new features from the time it enters Clubhouse (decreases) Increase of survey pointing system (i.e. SUS) Requests for new promotions (decrease) Conv. rate of survey (increase) "Power-users" engaged with surveys
E	Users keep creating/managing promotions	User edits/creates often More time spent in monitoring areas of RnB (active or passive)	Promotions created "in a row" (in the same session) Active session time User interacting with UI Promotions created and edited Admin pageviews Usage of OMS filters/reports related to RnB Time spent to create a promotion
A			
R	Users don't give up on RnB (and aren't fired)	User decided to replace RnB Users mention frustration with RnB (NPS/Support/...)	Complaints/issue ratio Users that creates X or more promotions and remains creating this X or more after T time Accounts without API req. to RnB Clients leaving VTEX b/c of RnB Sessions per user/account Frustrations related to RnB (tickets)
T	Users complete their tasks successfully and they behave as imagined	Users create promotions w/o errors Misconfigured promotions decrease Users quickly know the impact of promotions configurations	Splunk events of invalid promo Interactions with total nbr of search results Promos edited while they were running Promos deactivated after few orders placed / time passed Orders with recently started promos FE/BE errors when creating/editing a promo Active promos that were not applied after some time b/c of repetitive conditions or errors Tickets regarding promos misbehavior

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

Aqui entram os benditos dashboards ;)

Gerando insights a partir de dados em produtos B2B complexos



Alessandra Anyzewski

[linkedin.com/in/aleanyzewski](https://www.linkedin.com/in/aleanyzewski)



Cristiano Dalbem

cristianodalbem.com



careers.vtex.com

Slide for bullets with icons

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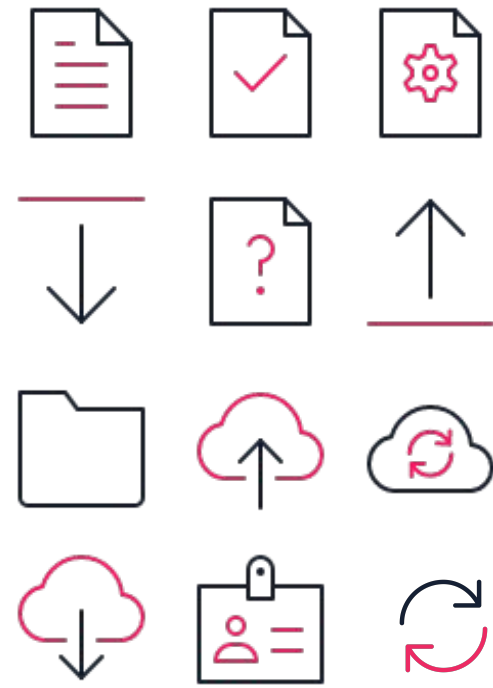
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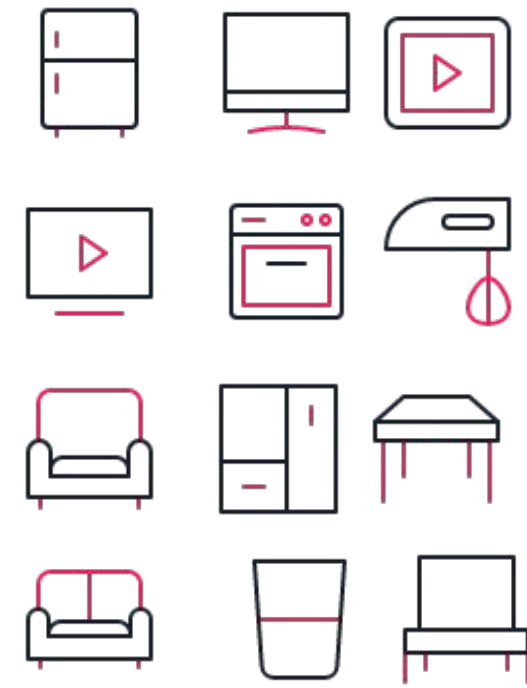
Files and Information



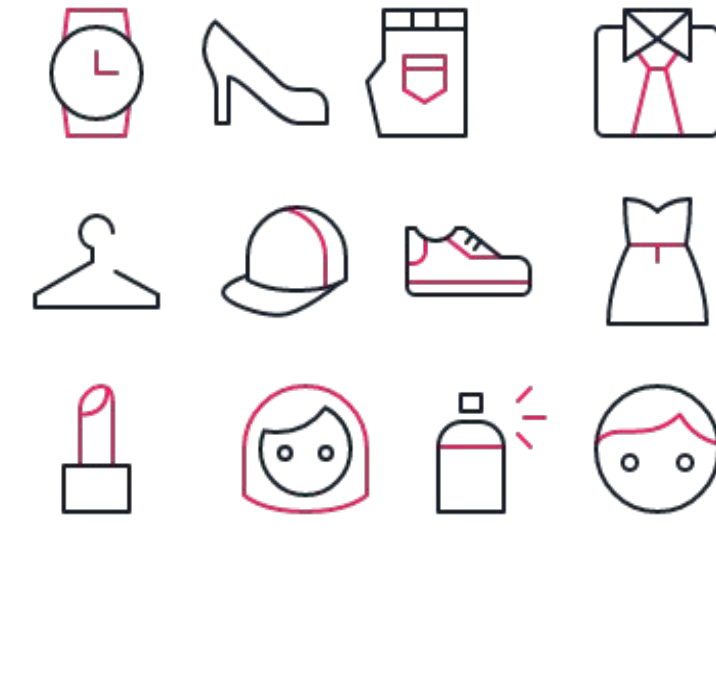
Commerce



Home and Furniture



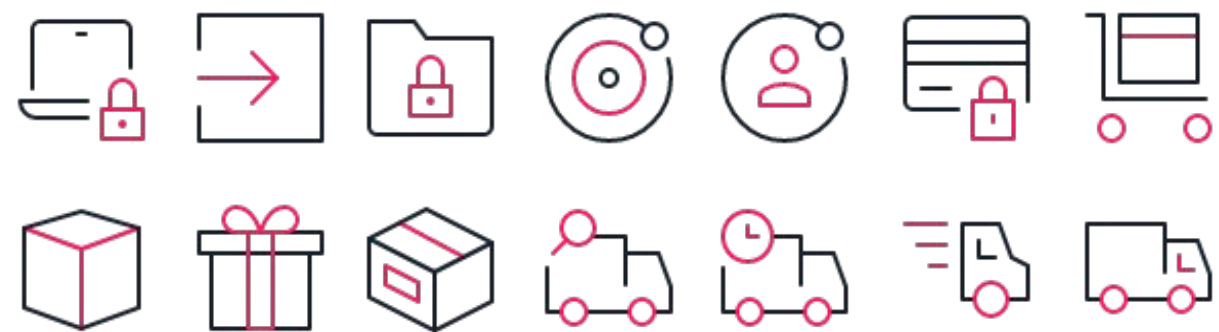
Fashion and Beauty



Food



Logistics



Location



Security



Slide for big numbers

31%

Raised 15% the average platform conversion

25

New features released in production

27

New strategic marketplaces integrated

30

NIs the decrease of support tickets

Slide for big numbers

\$23

Average ticket by item

39,340

Stockouts for the top 100 products of the 40 biggest VTEX accounts last month

\$55.7 M 

Estimated revenue loss by year (only from stockouts)

Slide for big numbers

\$23

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Estimated revenue loss by year (only from stockouts)

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Average ticket by item

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Stockouts for the top 100 products of the 40 biggest VTEX accounts last month

SECTION NAME

Slide for short text and a statement

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“Write your
important
statement within
this text box”

Slide for unordered lists



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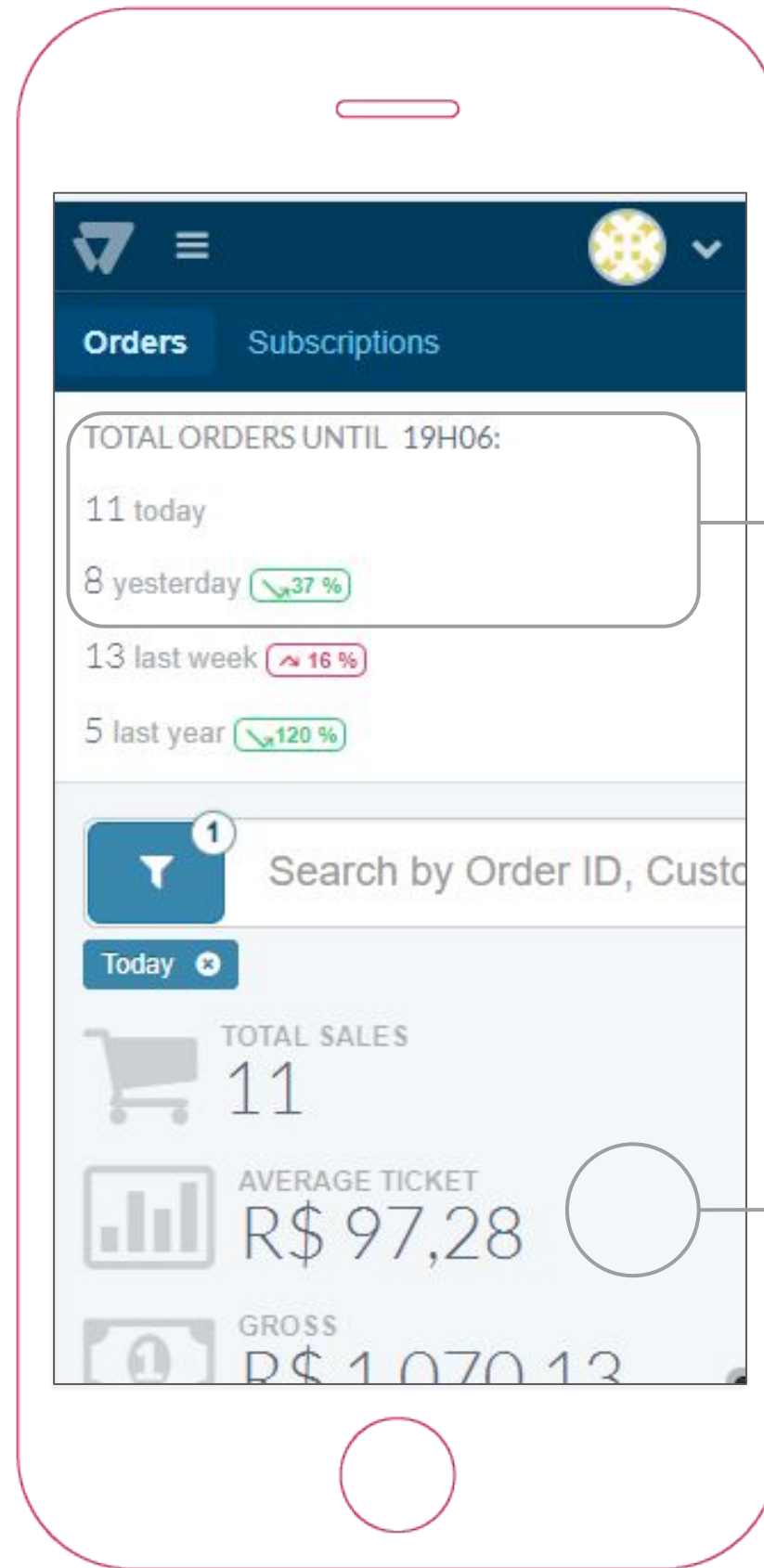
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Slide for mock-ups with highlights



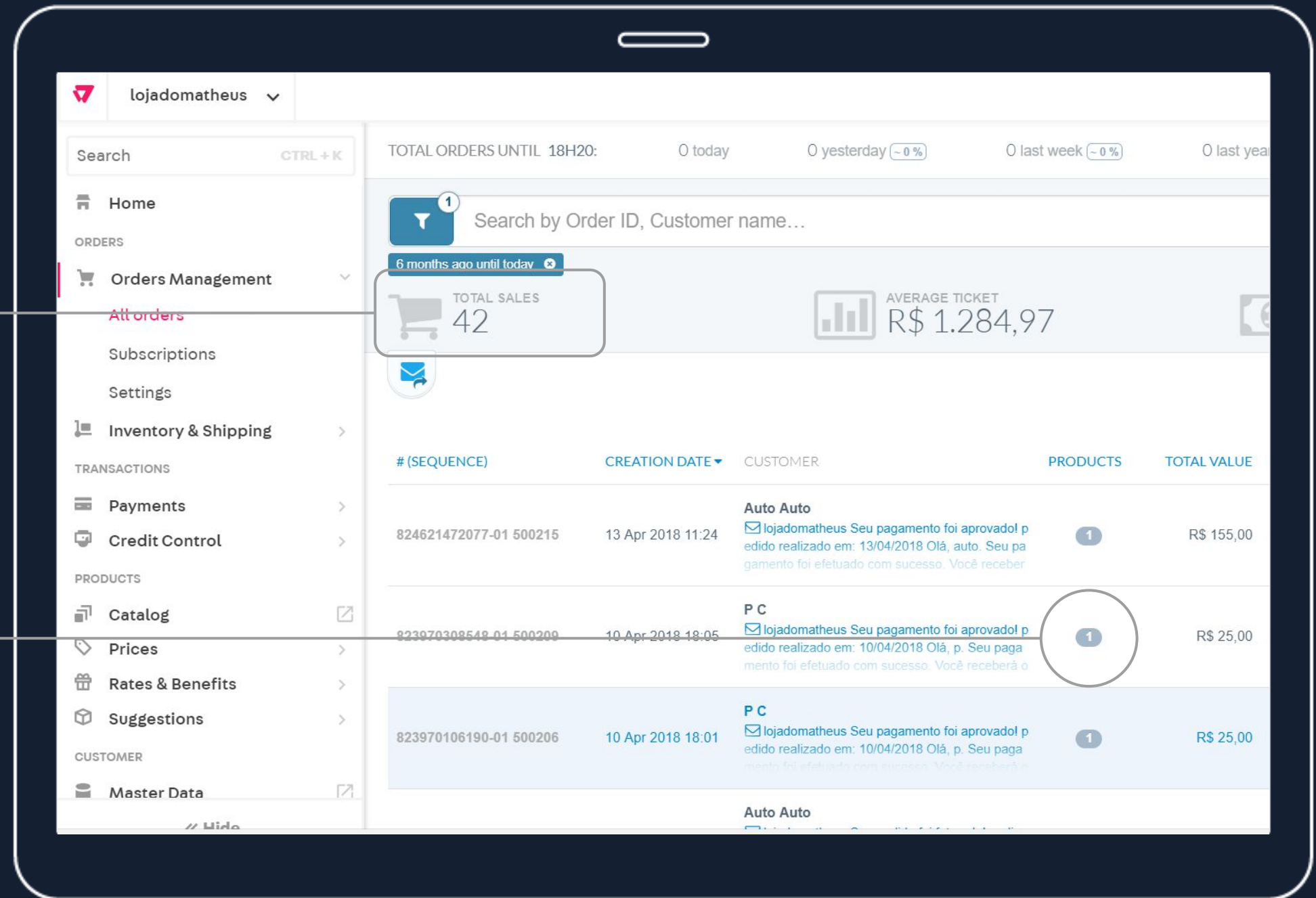
You can always highlight a few items of your screen if it is necessary. Just please, don't write too much

You can always highlight a few items of your screen if it is necessary. Just please, don't write too much

Slide for mock-ups with highlights

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You can always highlight a few items of your screen if it is necessary. Just please, don't write too much



SECTION NAME

Features

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ENCE)	CREATION DATE ▾	CUSTOMER	PRODUCTS
72077-01 500215	13 Apr 2018 11:24	Auto Auto ✉ lojadomatheus Seu pagamento foi aprovado! pedido realizado em: 13/04/2018 Olá, auto. Seu pagamento foi efetuado com sucesso. Você receber	1
08548-01 500209	10 Apr 2018 18:05	P C ✉ lojadomatheus Seu pagamento foi aprovado! pedido realizado em: 10/04/2018 Olá, p. Seu pagamento foi efetuado com sucesso. Você receberá o	1
06190-01 500206	10 Apr 2018 18:01	P C ✉ lojadomatheus Seu pagamento foi aprovado! pedido realizado em: 10/04/2018 Olá, p. Seu pagamento foi efetuado com sucesso. Você receberá o	1

TOTAL ORDERS UNTIL 18H20: 0 today 0 yesterday (~ 0%) 0 last week (~ 0%)

1 Search by Order ID, Customer name...

6 months ago until today ✕

TOTAL SALES 42

AVERAGE TICKET R\$ 1.284,97

(SEQUENCE) CREATION DATE ▾ CUSTOMER PRODUCTS

SECTION NAME

Slide for mock-ups

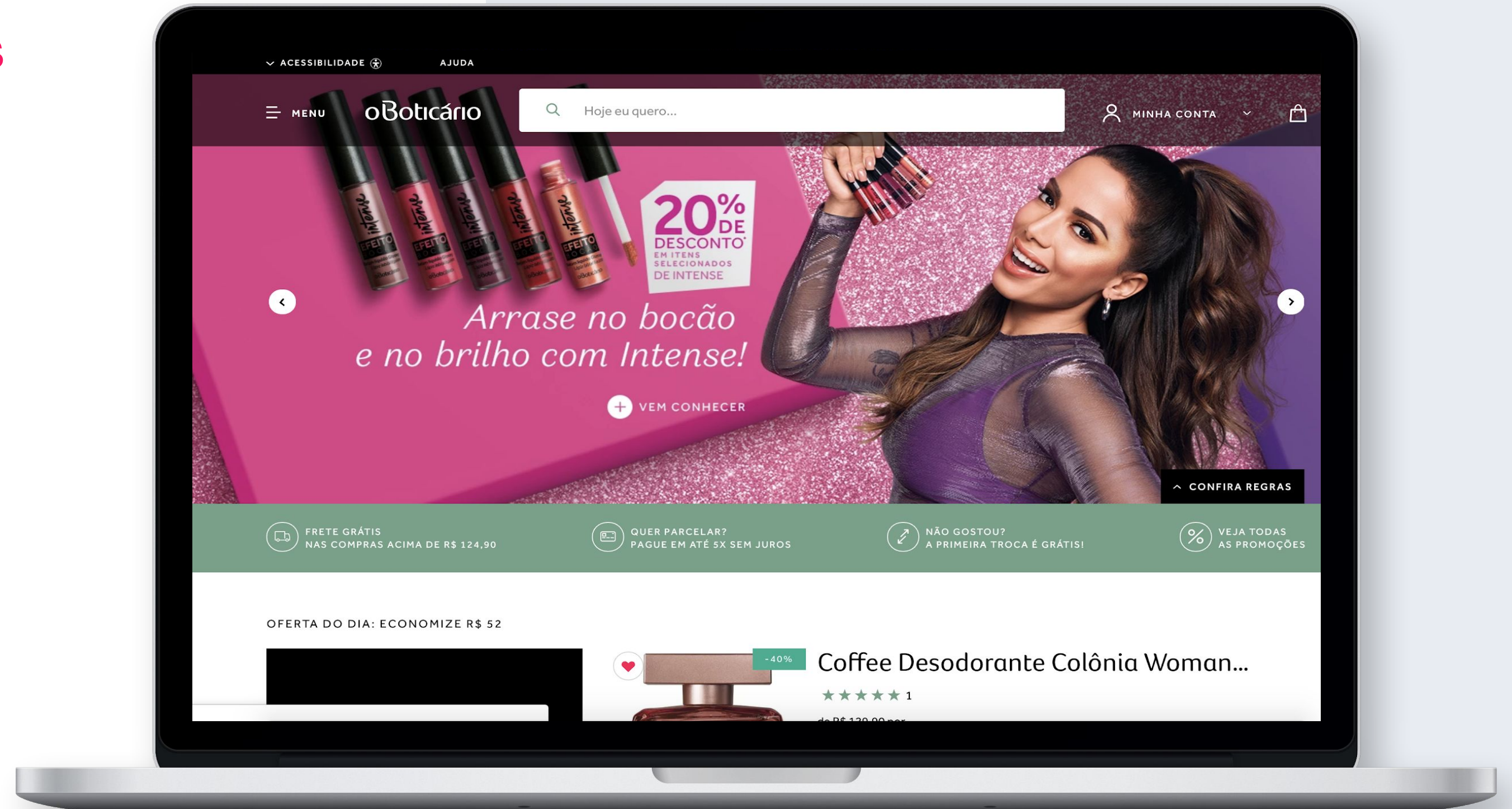
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SECTION NAME

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SECTION NAME

Slide for showing long screens

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VTEX LOGIN CADASTRE-SE (41) 3045-5656

CHARACTERS OBJECTS DIGITE AQUI BUSCAR Minhas Compras

Meus créditos

Meus Pedidos Minhas Recorrências **Meus Créditos**

<p>SALDO DISPONÍVEL R\$ 884,21</p>	LIMITE DE CRÉDITO R\$ 1.000,00	TOTAL A PAGAR R\$ 115,79	PRÓXIMO VENCIMENTO 10 de jun de 2018 - R\$ 16,14
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Títulos de cobrança

VISUALIZAR TÍTULOS

Vencimento	Descrição	Valor	Estado	Pagamento
8 de jun de 2018		R\$ 24,20	Pago	
10 de jun de 2018	Order id: 1656498. Order id: 1656498.	R\$ 6,33	Pago	
10 de jun de 2018	Order id: 1656507. Order id: 1656507.	R\$ 16,14	Aberto	Pagar

Dependentes adicionais

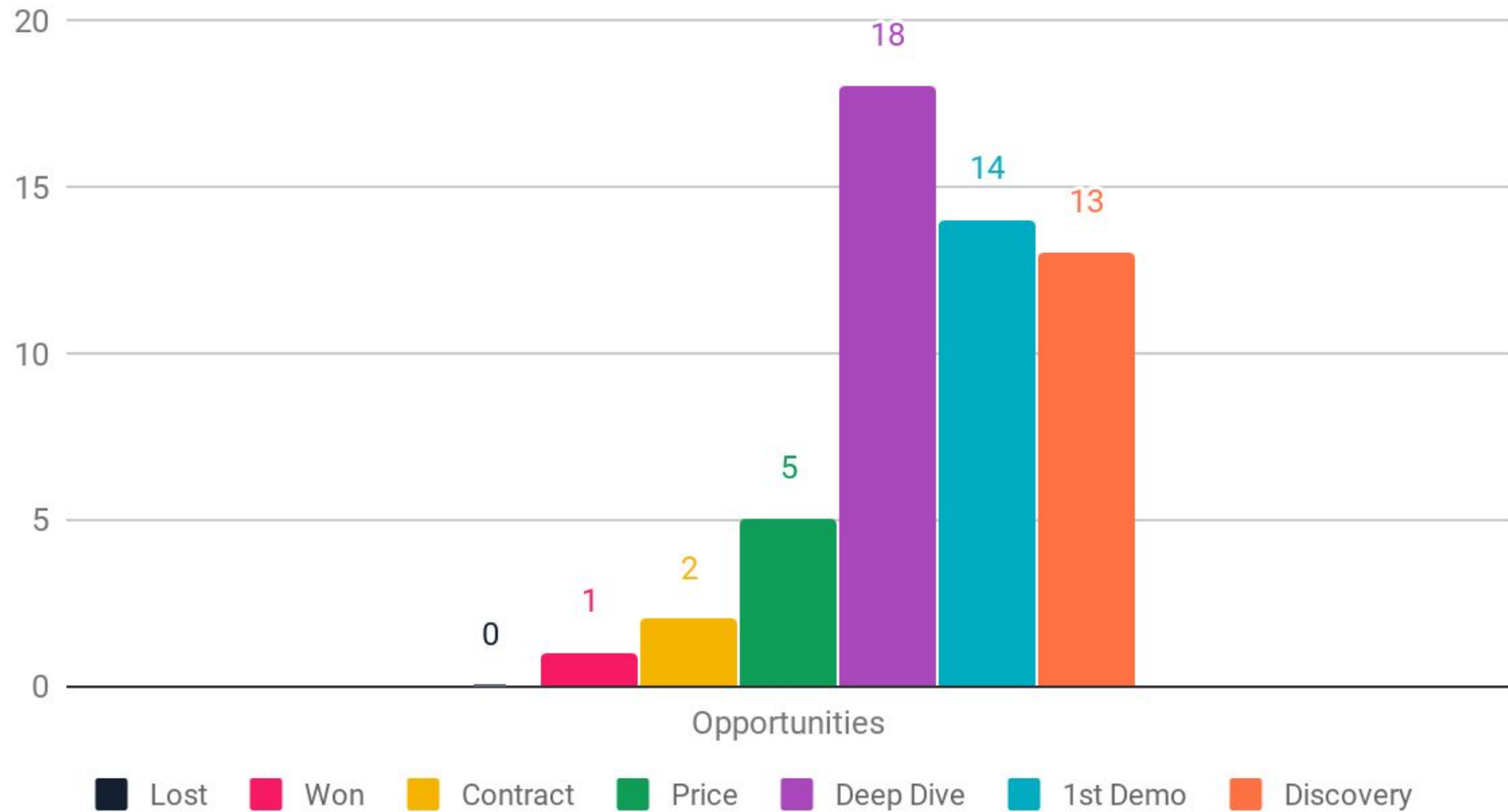
+ NOVO DEPENDENTE

ID	Data de criação	Gerenciar
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Slide for bar charts

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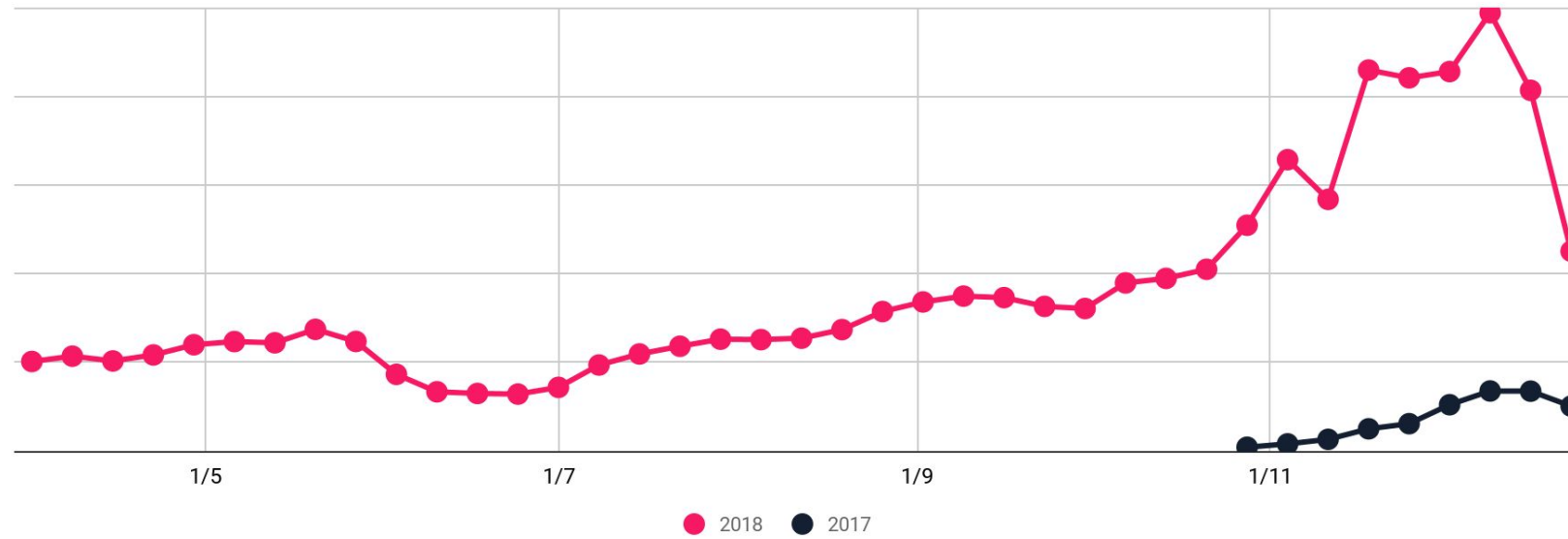
Opportunities Overview - Jun/19



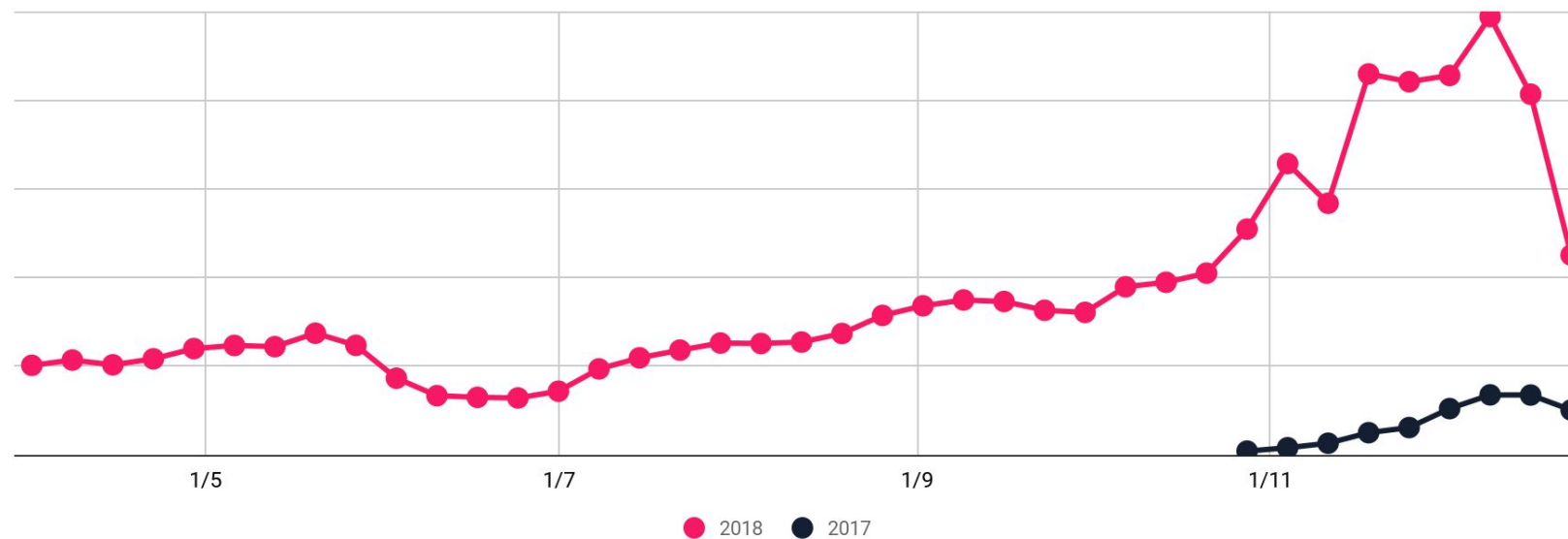
Slide for chart comparison

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SEO Weekly Traffic Portugal



SEO Weekly Traffic Portugal



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