

Declutter your performance metrics to supercharge your ~~web-page~~ site

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SRE @ Edmunds



Which Metric to Choose?

- Metrics soup
- Accurate representation



Metric Selection

- North star metric
- Organizational buy-in
- Customer focus



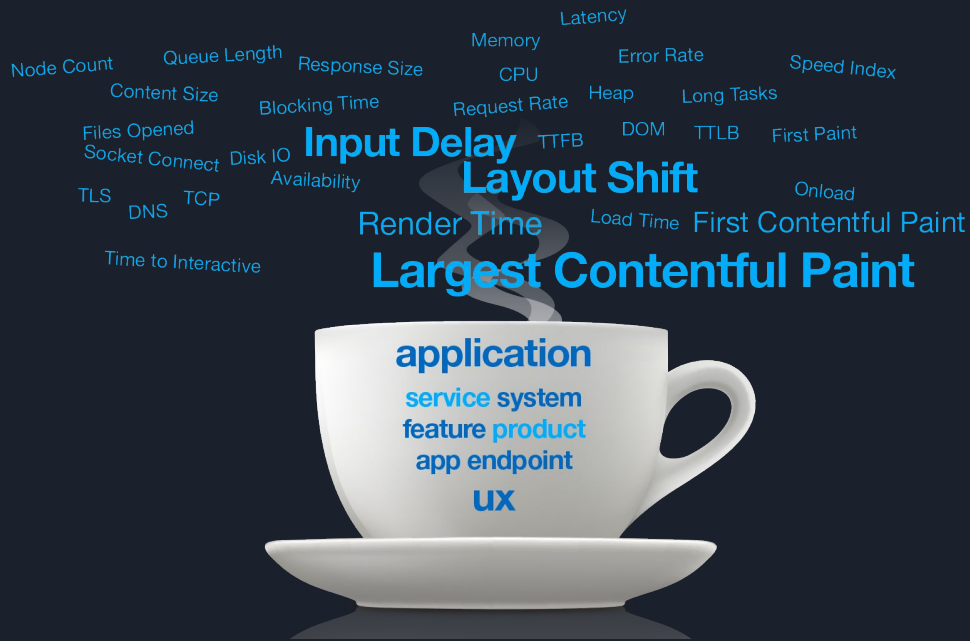
Unifying Metrics @ Edmunds

- Customer experience
- Visual performance



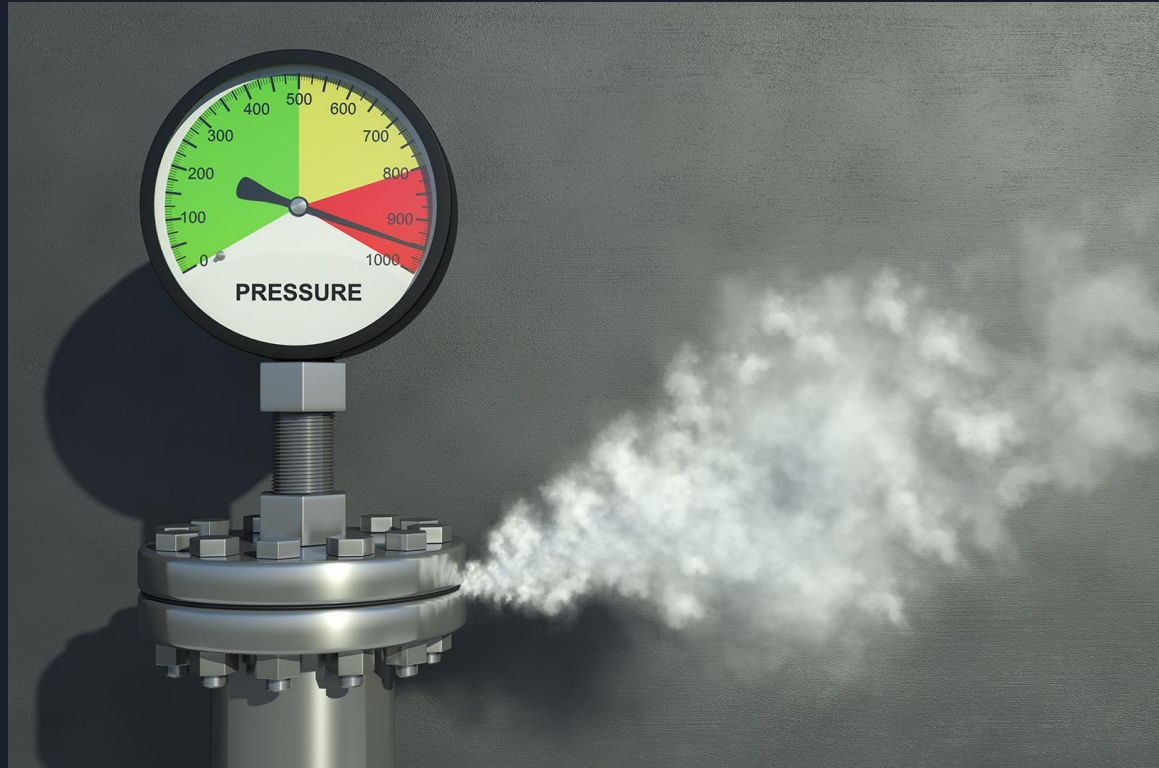
Choose your Metric

- Finding your right fit
- Customer as Priority
- Alignment



Thresholds

- Is it a problem
- More complicated than you think



Threshold Selection

- Actionable
- Strategies
 - Current baseline – “We are here”
 - Trustworthy Authoritative Source - “Benevolent Dictator”
 - Metrics chain – “Piece of the pie”
- Error Budget



Thresholds @ Edmunds

- Do no worse
- Baselineing



Pick a Threshold

- Accurate
- Actionable
- Strategies



Additional Signals - Digging Deeper

- Key metric defined
- Thresholds breached
- Correlations – Metrics soup



Prioritizing Signals - How to Supercharge

- Chain of metrics
- The sub-parts
- Self organizing metrics



Prioritizing Signals - Website Supercharger

- Build the chain of metrics that you care about
- Sub parts
- Work in progress



Prioritizing Signals - Organize

- Starting top down
- Metrics chain
- Self-organizing



Takeaways





Questions

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