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
- Baselining
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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