

PRINTABLE CHECKLIST

Product Analytics Checklist

12 steps to instrument, measure, and act on product data

METRICS FOUNDATION

- ☐ Define your North Star metric and connect it to revenue
- ☐ Choose a metrics framework (AARRR, HEART, or NSM + L1/L2)
- ☐ Document metric definitions so every team calculates them the same way
- ☐ Set up a weekly metrics review with your squad

INSTRUMENTATION

- ☐ Audit your current event tracking for gaps and duplicates
- ☐ Track the 5 key events in your activation funnel
- ☐ Instrument feature adoption: first use, repeat use, and drop-off
- ☐ Set up cohort tracking by signup week for retention curves

ACT ON DATA

- ☐ Build one dashboard per team goal (not one dashboard per metric)
- ☐ Run your first A/B test with a clear hypothesis and sample size calc
- ☐ Diagnose your biggest retention drop-off and propose a fix
- ☐ Present data as "what we learned" not "what the numbers say"

NOTES
