



## Visualizing Product Performance with a Growth Matrix and Prioritizing with Strategic Quadrants

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## Which products deserve our attention?

“We track **thousands**, sometimes even **hundreds of thousands** of products. How can we know which products we should **push**, **decrease** or entirely **drop** our marketing for?”

Product	Online Orders		Product Views		Online Revenue	
	Jun 1	Jun 30	Jun 1	Jun 30	Jun 1	Jun 30
1. prdt036	69	78%	530	6.9%	\$30	636
2. prdt006	43	4.8%	265	3.4%	\$8	555
3. prdt029	42	4.7%	296	3.8%	\$11	253
4. prdt027	40	4.5%	154	2.0%	\$17	574
5. prdt033	36	4.0%	255	3.3%	\$10	039
6. prdt050	36	4.0%	240	3.1%	\$13	323
7. prdt009	34	3.8%	245	3.1%	\$058	1.5%
8. prdt030	33	3.7%	240	3.1%	\$180	1.6%
9. prdt017	32	3.6%	256	3.2%	\$122	4.0%
10. prdt048	30	3.4%	200	2.6%	\$630	4.6%
11. prdt020	29	3.3%	226	2.9%	\$55	893
12. prdt025	28	3.1%	225	2.9%	\$162	3.0%
13. prdt010	28	3.1%	212	2.7%	\$14	4%
14. prdt016	28	3.1%	206	2.7%		
15. prdt011	28	3.1%	195	2.5%	\$6	82
16. prdt035	27	3.0%	192	2.5%	\$6	902
17. prdt002	26	2.9%	289	3.7%	\$2	096
18. prdt028	26	2.9%	225	2.9%	\$6	352
19. prdt004	25	2.8%	180	2.3%	\$14	309
20. prdt026	24	2.7%	218	2.8%	\$72	0.0%
21. nrdt040	24	2.7%	177	2.3%	\$6	457

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## From data to decisions - still a gap

Engagement



Revenue



Views



Channels



Etc..



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Data is mostly useful if it drives a clear next step

#### A framework for action

- ✓ Select metrics that make an impact
- ✓ Align to business goals (eg. growth, retention, efficiency)
- ✓ What would action look like?



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## Drawing inspiration from the Growth Share Matrix

*Developed in the early 70s – prior to “big data”*

Old-school  
business strategy  
nailed this with a  
simple 2x2



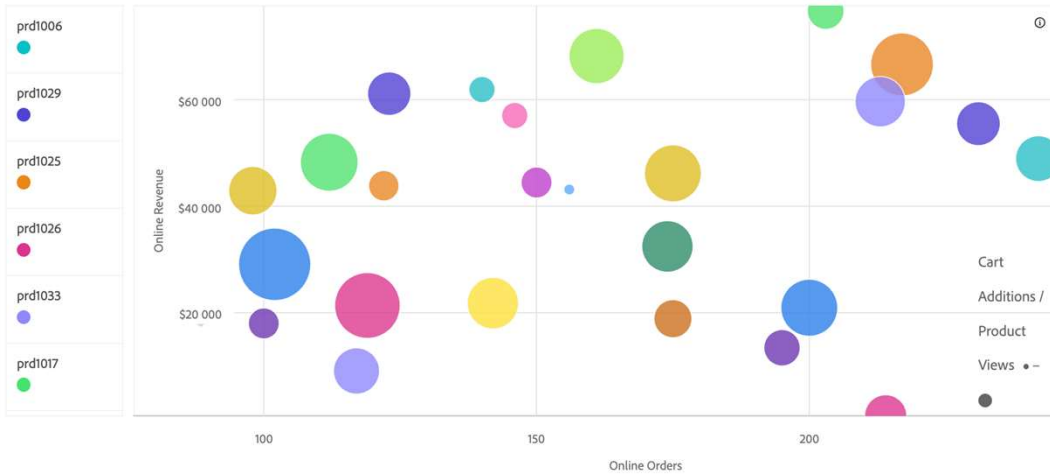
*Boston Consulting Group Matrix*

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## Bringing data to life in Adobe Analytics

Let's see which products to grow, maintain, or phase out

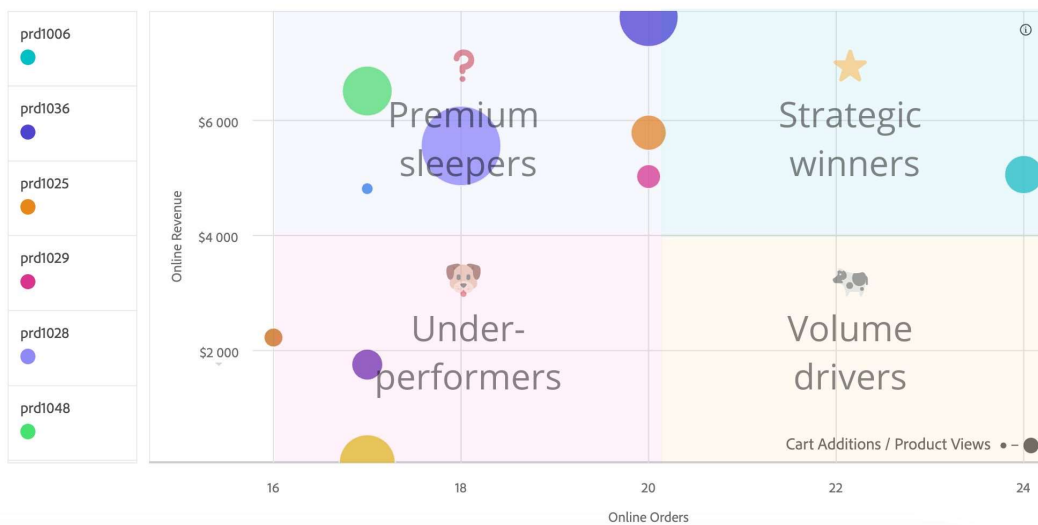


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## Let's measure business impact with a framework




Which products drive revenue efficiently?



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## Create a table with the metrics needed

	Online Revenue		Online Orders		Cart Additions / Product Views	
Day ↑						
Page: 1 / 1 Rows: 400 1-30 of 30	Jun 1	Jun 30	Jun 1	Jun 30	Jun 1	Jun 30
	\$269 457 out of \$269 457		868 out of 868		51,4% out of 51,4%	
1. Jun 1, 2025		\$11 904 4,4%		43 5,0%		49,5%
2. Jun 2, 2025		\$17 677 6,6%		42 4,8%		52,1%
3. Jun 3, 2025		\$10 444 3,9%		36 4,1%		55,5%
4. Jun 4, 2025		\$12 814 4,8%		42 4,8%		51,2%
5. Jun 5, 2025		\$14 852 5,5%		57 6,6%		49,6%
6. Jun 6, 2025		\$14 762 5,5%		45 5,2%		47,1%
7. Jun 7, 2025		\$9 100 3,4%		33 3,8%		53,4%
8. Jun 8, 2025		\$11 721 4,3%		38 4,4%		50,4%
9. Jun 9, 2025		\$9 373 3,5%		31 3,6%		56,3%
10. Jun 10, 2025		\$8 290 3,1%		31 3,6%		49,4%

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## Add the product dimension

Demo Data 7559

product




- Product
- Retail: Fashion Product Category (Product)
- Auto: Make (Product)
- Auto: Model (Product)
- Auto: Vehicle (Product)
- B2B: Shape (Product)
- B2B: Shape Material (Product)
- B2B: Shape Type (Product)
- Edu: Higher Ed College (Product)
- Edu: Higher Ed Course (Product)
- Edu: Higher Ed Degree (Product)
- Edu: Higher Ed Degree Duration (Product)
- Edu: Higher Ed Degree Order (Product)
- Edu: Higher Ed Degree Type (Product)
- Edu: Higher Ed Degree Type (Product)

Panel (2)

Drop a segment here (or any other component)

This month  
Jun 1, 2025 - Jun 30, 2025

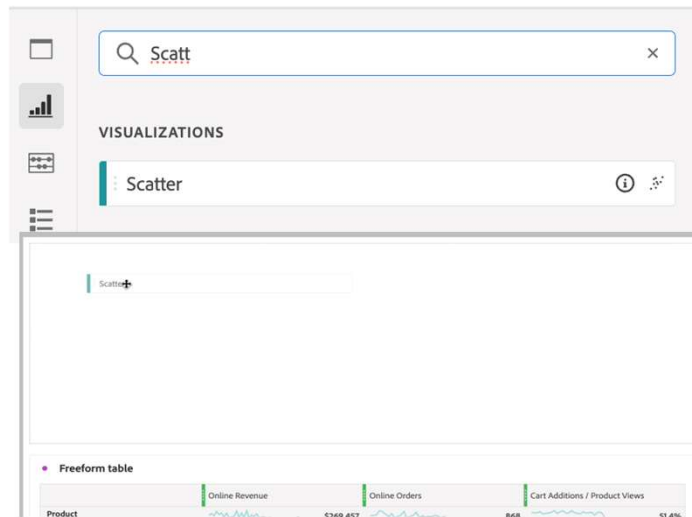
Freeform table

	Online Revenue		Online Orders		Cart Additions / Product Views	
Product						
Page: 1 / 1 Rows: 400 1-51 of 51	Jun 1	Jun 30	Jun 1	Jun 30	Jun 1	Jun 30
	\$269 457 out of \$269 457		868 out of 868		51,4% out of 51,4%	
1. prd1036		\$30 636 11,4%		69 7,9%		53,1%
2. prd1027		\$16 975 6,3%		39 4,5%		62,3%
3. prd1004		\$13 658 5,1%		24 2,8%		48,9%
4. prd1048		\$12 630 4,7%		30 3,5%		45,1%
5. prd1017		\$11 122 4,1%		32 3,7%		49,4%
6. prd1029		\$11 034 4,1%		41 4,7%		54,2%
7. prd1033		\$10 039 3,7%		36 4,1%		49,8%
8. prd1024		\$9 729 3,6%		18 2,1%		50,0%
9. prd1010		\$9 326 3,5%		28 3,2%		53,1%
10. prd1006		\$8 463 3,1%		42 4,8%		53,6%
11. prd1025		\$7 865 2,9%		27 3,1%		55,5%

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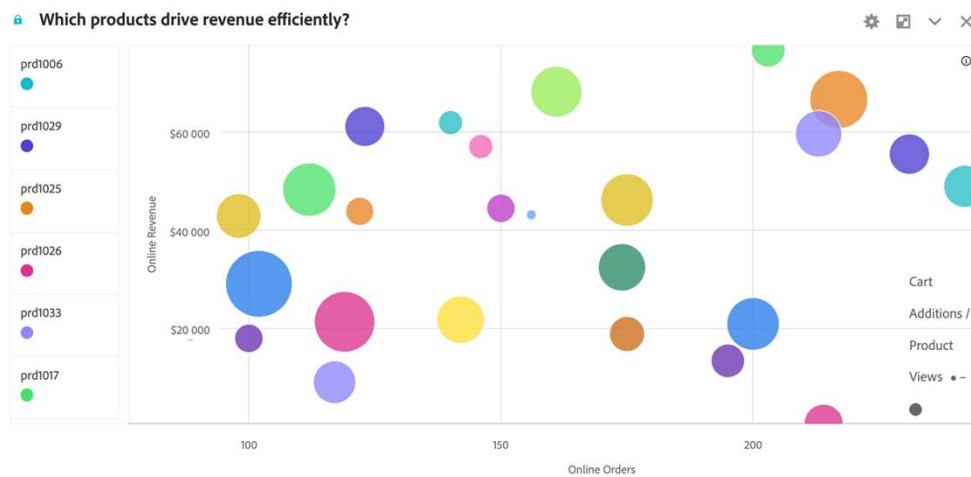
Throw the scatter plot above the table



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You'll get this

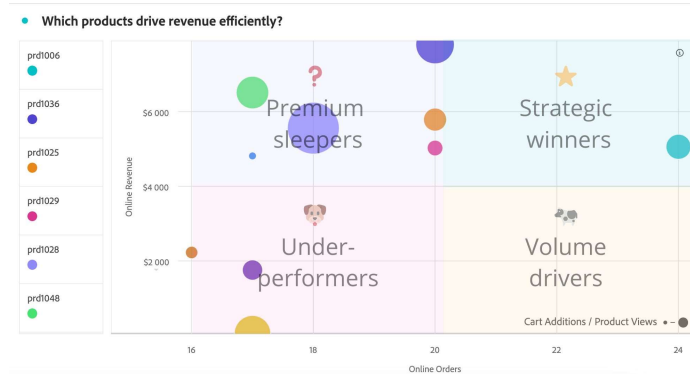


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## Create the framework...





-  **Volume Drivers:** Low Revenue, High Orders
-  **Strategic Winners:** High Revenue, High Orders
-  **Premium Sleepers:** High Revenue, Low Orders
-  **Underperformers:** Low Revenue, Low Orders

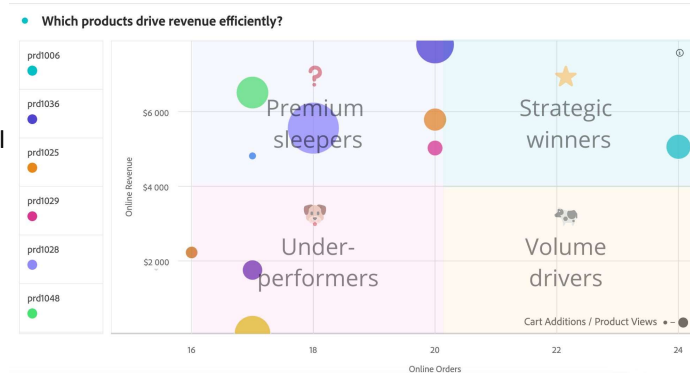


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## ...and turn it into action

-  **Volume Drivers:** bundle or upsell
-  **Strategic Winners:** scale what works
-  **Premium Sleepers:** visibility/test potential
-  **Underperformers:** rethink or retire



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## Why it's powerful

- 1 Tells a clear, **visual story**
- 2 Easy to **reuse, scale, and adapt**
- 3 **Increase revenue** with smarter decisions

*Product performance map*



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