

FIND THE TWO PARTS DOING THE WORK

Judge them by what customers do, not what they say.

COMMENT

STARS

PASTE THIS INTO CHATGPT

You are a business analyst for a small business. Help me find the TWO parts doing most of the work, judged by what customers DO, not what they SAY.

Parts to review (channels, products, offers, steps or campaigns, 4 to 10): [list them]

Time period: [e.g. last 90 days]

Result I care about most: [orders / revenue / bookings]

What customers did (numbers for each part): [clicks, opens, orders, revenue, repeat purchases]

What customers said (optional): [survey answers, reviews, comments, favorites]

Rules:

1. Rank every part by behavior only: buys first, then clicks, then opens. Opens are the weakest signal.
2. Treat what customers said as a hint to check, never as proof.
3. Show your math. Use only the numbers I pasted. If a number is missing, tell me what to pull. Do not guess.
4. Name the two parts that account for the most results, and what share of the total they make up.
5. Flag any part where what customers say and what they do disagree.
6. For every other part: keep, test or pause, with a one-line reason.

Output: (1) a ranking table, (2) the two parts and their share, (3) any say-vs-do gaps, (4) one cheap test to run this week on each of the two parts. Do not tell me to build anything new yet.

THE HIDDEN LAYER BEHIND THE MILLION-DOLLAR ALGORITHM

- In 2009 Netflix paid \$1,000,000 for an algorithm, then never used it. BellKor's Pragmatic Chaos won with a 10.06% improvement; another team tied but submitted 20 minutes later.
- The winning code blended more than a hundred models. Netflix tested it and said the extra accuracy wasn't worth the engineering.
- Two years earlier, one team sent in 107 algorithms. Netflix kept just two.
- By then Netflix was streaming: it stopped asking how many stars you'd give and started watching what you actually play. Stars are what you say. Plays are what you do.

Netflix Prize (Wikipedia); Netflix Tech Blog 2012, "Netflix Recommendations: Beyond the 5 stars".

3 STEPS

1 GATHER WHAT CUSTOMERS DID

One row per part (channel, product, offer, step). Add what each one produced over the same period: clicks, opens, orders, revenue. A spreadsheet export is enough.

2 RUN THE PROMPT

Paste it, fill the brackets, and add any survey answers or reviews under "said". They are hints, and the prompt treats them that way.

3 CHECK THE MATH, THEN TEST

Re-add the numbers on a calculator (ChatGPT can slip on arithmetic). Then run the one cheap test on each of your two parts this week. Re-check next month.

EXAMPLE (MADE-UP CANDLE SHOP)

NUMBERS PASTED IN (LAST 90 DAYS)

Email (welcome + restock alerts): 96 orders, \$4,320

Local café wholesale (3 accounts): 9 repeat orders, \$3,150

Market stall (6 Saturdays): 52 sales, \$1,560

Instagram posts: 31 orders, \$1,395

Google Ads: 28 orders, \$1,260 (ad spend \$900)

Survey: 62% named Instagram as their favorite way to find us.

WHAT COMES BACK

Total revenue \$11,685. Your two parts: Email (37%) and café wholesale (27%), together 64%.

Say vs do: 62% say they love Instagram. It brought 12% of revenue.

Google Ads: \$1,260 in revenue minus \$900 spend = \$360. Test, or pause.

This week: add a restock alert for your top 3 candles. Ask each café about a standing monthly order.