



Suhas Bhairav

AI Product Analytics Question Bank

**Practical, decision-focused prompts for
AI-assisted product analytics.**

A structured set of questions and steps to automate
product analytics decisions with AI.

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suhasbhairav.com

Acquisition & Activation

Use product event data and AI to trigger signup, onboarding, and first-value actions. Start with automated checks and human review gates.

Key move Pilot an activation AI loop with a defined gate before wider rollout.

PRACTICAL CHECKLIST

- 01** What data signals best predict initial signup and first action within the first 7 days?
- 02** Which onboarding events most strongly forecast activation and downstream usage?
- 03** How should we measure quality of incoming leads before routing to onboarding teams?
- 04** Can AI propose onboarding variant tests that run in a 5-7 day cycle?
- 05** What automated checks guard against data leakage across cohorts?
- 06** What dashboards provide the clearest activation signal for the executive team?
- 07** What is the minimum data quality bar to begin activating AI insights?

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Engagement & Retention

AI can surface features driving ongoing usage and churn reduction using in-product telemetry and engagement metrics. Start with small cohorts and clear guardrails.

Key move Run weekly retention cohorts and compare to revenue-metric trends.

PRACTICAL CHECKLIST

- 01** Which features correlate with weekly active users and reduced churn within 60 days?
- 02** What in-app nudges or prompts most strongly improve 2-week retention?
- 03** Where are usage gaps that predict disengagement across key segments?
- 04** Can AI flag at-risk users in real time for targeted outreach?
- 05** What automated dashboards best show feature adoption velocity over time?
- 06** How does onboarding depth affect long-term engagement across cohorts?
- 07** What data integrity checks ensure retention signals are not biased by seasonality?

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Conversion, Adoption & Outcomes

Map product analytics questions to AI-enabled decisions and automation. Specify what to automate, what to escalate for human review, and required tools.

Key move Establish weekly sign-off with product and analytics owners.

PRACTICAL CHECKLIST

- 01** Which signals best predict trial-to-paid conversion within 30 days?
- 02** Which in-app events most strongly predict successful feature adoption?
- 03** What AI-assisted prompts improve trial-to-paid conversion without message fatigue?
- 04** What data lineage, quality checks, and governance are required for reliable outcomes?
- 05** What thresholds require human sign-off before live monetizable changes?
- 06** What tools are needed to track feature adoption and its revenue impact?
- 07** How should we measure customer outcomes beyond revenue (time-to-value, NPS, satisfaction)?

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ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com