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Data Literacy for Platform & Ecosystem Businesses Playbook

Reading network effect data well enough to tell genuine growth from a temporary spike

- Practitioner
- Intermediate
- Template Included

- Mithun A. Sridharan

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- 4 minute(s)

Overview

A framework for building data literacy within platform and ecosystem businesses — network effect and multi-sided metric interpretation, cohort-based growth analysis, and distinguishing genuine platform health from vanity growth metrics — addressing the specific analytical complexity multi-sided platform businesses face beyond typical single-sided business metrics.

Aren't platform business metrics basically similar to typical

business growth metrics? Platform businesses have genuinely distinct analytical challenges — multi-sided metrics (buyer and seller growth, not just user growth), network effect strength assessment, and liquidity/matching efficiency measures — that don't map directly onto typical single-sided business growth metric frameworks.

What's the most common data literacy gap specifically in platform

businesses? Treating aggregate user or transaction growth as evidence of platform health without assessing genuine network effect strength or matching efficiency — a platform can show growing raw numbers while its actual network effects and matching quality are deteriorating.

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Author

Mithun A. Sridharan Thought Leader

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