

The Magic of the Mobile Numbers – testing with the power of analytics

White paper by Marc van 't Veer following his presentation at EuroSTAR 2017.

Analytics is an essential skill to become a more efficient and effective tester. Marc describes on the basis of a case the need for analytics, define analytics, explain an analytics model and the multiple feedback loops. In more detail he explains how-to validate the recorded data, the use of dashboards and baselines to signal change and formulating smart questions to guide the search for meaningful patterns. Finally, he discusses how telling compelling stories helps the development team to make effective decisions.



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