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David Baszucki, founder and CEO of online-games platform Roblox, discusses which decisions are driven by analytics versus the company's own vision. He says user data are good for incremental improvements, but at Roblox, overall strategy sticks to the company vision. "A huge part of our product roadmap is strategic, topological big changes that we're never going to analyze our way to," he explains.

Transcript

   - And three or four years ago it was very in vogue, and maybe some of the VCs in the room were familiar with this, where it literally got to the point where we're gonna throw some stuff up there, but then we're just going to optimize and sit back, and A/B test constantly, and great emergent things are going to emerge.. We can go all the way to the other side of the coin which is there are some companies that really don't do A/B testing that are really large consumer companies right now.. I would say we're believers in both.. We don't believe data and analytics will drive the topological breakthroughs and the big strategic stuff.. That's a long ways off.. A huge part of our product roadmap is strategical topological big changes that we're never gonna analyze our way to and that I'd say we have really serious conviction that we know when we have this it's gonna be really big.. That said, there's a whole other place for the use of data and analytics which is, okay, how do we make the existing product run a lot better? That type of growth data analysis can be teams that swarm over the whole product surface, don't necessarily add functionality, just constantly tweak that, so I think there's room for both...