



Stupid Metrics Tricks and How to Avoid Them

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If you have been in software engineering for a while—or in fact just in the working world in general for a while—you’ve probably seen someone do something stupid with metrics. Such mistakes raise a whole bunch of interesting questions. What are the most common metrics mistakes? Why are they mistakes? Why do people make these mistakes? Are you making these mistakes? Why use metrics at all, when there are so many mistakes? In this talk, Rex will give real-world examples of these mistakes, explain the management and economic theories behind metrics, and help you find ways to implement metrics that aren’t stupid.

Please note the date change from April 4 to July 6.

[Register now](#) for July 6, 2017, 1:00 PM – 2:30 PM CDT

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