

Cracking the PM interview 🚀

How to answer **product metrics** questions?

What metrics would you track for Whatsapp, Zomato, Meesho or Flipkart?

If you have given product interviews, you are highly likely to have come across this question.

This is indeed a very important area for a product manager to identify what metrics to track for a product or a feature.

“If you can’t measure it, you can’t improve it.”

This is not just a line, but an integral part of a PM’s day-to-day work and that’s why this question is asked in most of the product interviews.

Let’s see how we approach these questions.

Before answering, ask these 4 questions to get more clarity (1/3)

[1] Who is the audience/consumer of these metrics?

This is really important to understand who will consume these metrics because the depth and technicality of metrics will change accordingly.

If you were to tell your salary to your grandma vs to your Chartered Account for tax filing - would you tell the same way?

No, right?

For the same reason, the depth and technicalities will change.

The CEO might want to look at high-level numbers (40,000 ft); the Product Head may look at 10,000 ft; whereas the PM will look at 1,000 ft.

Be mindful of the consumer.

Before answering, ask these 4 questions to get more clarity (2/3)

[2] What is the objective of tracking these metrics?

→ If the objective is just to track day-to-day performance, then you will approach in good depth.

→ If the objective is competitive intelligence, then you will identify those metrics for which you will have competitor's data.

You will not always have all the data for competitors, be mindful to do apples-to-apples comparison.

→ If the objective is Root Cause Analysis, then approach it in a very targeted manner and you identify only those metrics that may help you solve the problem.

Before answering, ask these 4 questions to get more clarity (3/3)

[3] What platform are we talking about?

The metrics may change significantly for Web (Desktop/mWeb) vs Android vs iOS.

Metrics such as app installs, uninstall rate, app store rating, etc. will be relevant only for app-based products.

Metrics such as SEO traffic, bounce rate, etc. may be relevant only for web-based products.

[4] Who are the users of the product we are talking about?

There can be 2 or more user types of the product.

Uber has drivers and riders.

Airbnb has hosts and guests.

YouTube has creators and consumers.

Likewise, you need to identify the user for whom you are capturing metrics.

All modules

- Types of questions asked in PM interviews
- Questions asked by various companies in PM interviews
- How to get into product management?
- Product management case studies
- Cracking the email products
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Thank you! 