

Cracking the PM interview 🚀

Case Study Solution Product Metrics to Track @ ProductMasters

Case Study - Product Metrics to Track @ ProductMasters

List down the metrics that the founder at ProductMasters should track.

ProductMasters is an organization aimed at helping aspiring product managers get into product management.

It runs 3-month long cohort based courses wherein aspiring PMs can enroll themselves in the program. In the cohort program, different mentors teach different modules/topics related to product management.

At the completion of the program, each student is given a certificate and alumni status of ProductMasters.

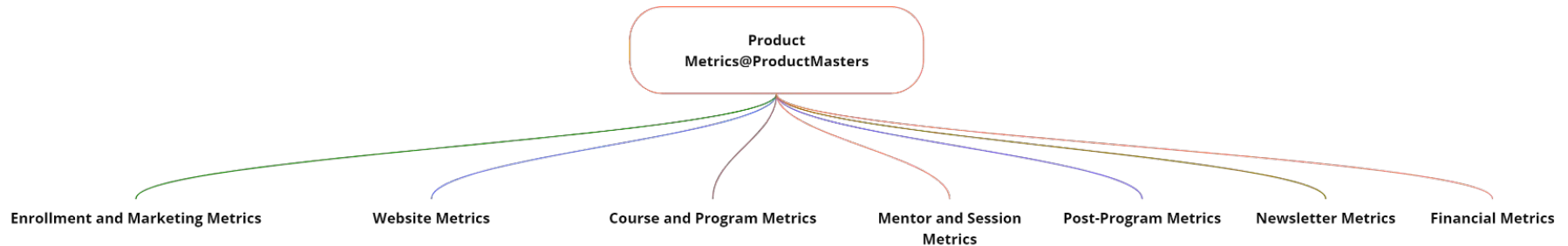
ProductMasters also has a website, and runs paid advertising on Google and Meta to enroll students. It also runs a weekly newsletter that is free for everyone. This also serves as a hook to increase inquiries and push to enroll more people.

Significant focus of ProductMasters is on getting feedback from each student and for each session against each mentor. This helps in maintaining high quality standards and increase word-of-mouth advertising.

Case Study Solution - **Product Metrics to Track @ ProductMasters**

For ProductMasters, metrics can be categorized into 7 buckets.

Tracking metrics across each of the 7 buckets will help get 360⁰ view of the business.



Case Study Solution - Enrollment and Marketing Metrics

1. Number of Enrollments per Cohort:

- Track how many students enroll in each cohort.

2. Cost per Enrollment (CPE):

- Cost spent on marketing divided by the number of enrollments from those campaigns.

3. Conversion Rate:

- The percentage of website visitors who enroll in the program.

4. Source of Enrollment:

- Identify where the students are coming from (Google/Meta Ads, organic search, newsletters, referrals, etc.).

5. Lead to Enrollment Conversion Rate:

- Percentage of leads (inquiries) that convert into actual enrollments.

Case Study Solution - Website Metrics

6. Website Traffic:

- Track the number of visitors to the website.

7. Bounce Rate:

- The percentage of visitors who leave the site after viewing only one page.

8. Average Session Duration:

- How long visitors stay on the site.

9. Pages per Session:

- The average number of pages a visitor views during a session.

Case Study Solution - **Course and Program Metrics**

10. **Completion Rate:**

- The percentage of enrolled students who complete the course.

11. **Dropout Rate:**

- The percentage of students who do not complete the course.

12. **Student Satisfaction Score:**

- Feedback scores from students after each session and overall program.

13. **NPS (Net Promoter Score):**

- Measures student satisfaction and the likelihood of them recommending the program to others.

Case Study Solution - **Mentor and Session Metrics**

14. Session Feedback Scores:

- Ratings for each session by students.

15. Mentor Feedback Scores:

- Ratings for each mentor by students.

16. Avg Attendees per Session:

- Average number of students attending the session

Case Study Solution - **Post-Program Metrics**

17. **Certification Rate:**

- The percentage of students who receive certification after completing the course.

18. **Alumni Engagement Rate:**

- How active alumni are in ProductMasters' community and events.

Case Study Solution - **Newsletter Metrics**

19. **Newsletter Open Rate:**

- The percentage of recipients who open the newsletter.

20. **Newsletter Click-Through Rate (CTR):**

- The percentage of recipients who click on links within the newsletter.

21. **Newsletter Subscription Rate:**

- The growth rate of newsletter subscribers over time.

22. **Unsubscribe Rate:**

- The percentage of newsletter recipients who unsubscribe.

Case Study Solution - **Financial Metrics**

23. **Revenue per Cohort:**

- Total revenue generated from each cohort.

24. **Average Revenue per Student:**

- Average amount of revenue generated per enrolled student.

25. **Lifetime Value (LTV) of a Student:**

- The total revenue a single student generates over the duration of their relationship with ProductMasters.

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
- Product metrics
- Guesstimates
- And, many more!

For more details, visit
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Thank you! 