Cracking the PM interview 🚀

Case studies to practice for PM interviews

8 case studies to practice for product interview

1. Product design

2. Campaign performance analysis

3. Root cause analysis

4. Product-led growth (PLG)

5. Analytical ability (logic building)

6. Product improvement

7. Product design

8. Feature performance analysis

Case study 1 - **Product design**

In today's times, an average person has 12 paid subscriptions. Millennials have even higher, with an average of 17 subscriptions.

These subscriptions could be Netflix, Disney+ Hotstar, Spotify, YouTube, The Economic Times and many more.

Most of these companies will ask you to add your credit details and set up a mandate so that auto-debit can happen every month. And, these would start with a monthly or a quarterly trial.

In order to try the service, you would add these details and then tend to forget that you have set up an auto-mandate.

This results in a significant expense for users when calculated at a yearly level.

Now, you as a product manager want to build an app that can help users manage all their subscription services.

In this case study, focus your energy on building/designing the app which includes all user flows such as sign-up flow, flow to capture details of subscriptions, etc.

Think of all the features that you would want to give users and why. What problem will each feature solve for the user?

Consider this to be a free app that users can download from the Android Play Store or the Apple App Store.

Case study 2 - Campaign Performance analysis

Rumbafy (imaginary name) is a D2C (Direct-to-consumer) brand that sells men's and women's grooming products.

Examples of a few D2C brands in India are boAt Lifestyle, SUGAR Cosmetics, Man Matters, Country Delight, Licious, and many more.

Imagine you are a Product Manager at Rumbafy and you are given additional responsibility to drive organic sales for the organization.

Emails are a key part of your strategy to drive organic growth at the organization.

Over the years, you have built a database of over 1 million registered users. A registered user is someone who has either bought from you in the past or someone who signed up on your platform but did not buy.

A user can sign up for various reasons - to check out offers, to stay updated with new products, to buy a product but dropped-off in the journey, etc.

You have gender and age group of each registered user.

You have sent an email campaign to these 1 million+ registered users 4 days ago. In the email, you have announced a new product launch (Rumbafy Mystic Men Perfume) to all your users.

The key objective of the email was to drive sales for the new product.

Over the past 4 days, you have gathered sufficient data about the campaign. You want to now analyze the campaign performance and evaluate it was a success or a failure.

How would you go about solving this?

Case study 3 - **Root Cause Analysis**

Imagine Quora gets 500,000 new sign-ups every day and this is the daily average of the past 6 months. There has been a deviation of only +/- 5% in the daily sign-up numbers.

For the last 7 days, you have noticed that the number has dropped to 300,000 suddenly and has remained at that level.

As a product manager at Quora, you want to identify the reason(s) behind it and fix it, if needed.

How would you go about solving this?

Make whatever assumptions you want to make.

P.S. - The numbers are fictitious and have no relation to the actual scenario whatsoever. This is a purely hypothetical case study meant for discussion purposes, nothing more.

Case study 4 - **Product-led Growth (PLG)**

Threads (by Meta) in a very intelligent move leveraged Instagram to drive user acquisition in the initial few days.

This worked really well for the company.

It was able to acquire ~2 million users in the first 2 hours of its launch.

In fact, Threads became the fastest app ever to get to the 100 million users mark, all thanks to the strategy of leveraging Instagram.

However, in terms of engagement, the company hasn't been able to maintain the same trajectory.

Within a few weeks from its launch, Threads' daily active user base dropped to 8 million users, down 82% from its peak of 44 million.

Meta is still seeing healthy user engagement on its other apps - Instagram, Facebook, and WhatsApp.

Now, the company wants to leverage these platforms to grow engagement and retention at Threads.

Imagine you are a Product Management at Threads and you have been given the responsibility of growing engagement and retention.

How would you go about solving this?

Case study 5 - Analytical Ability (Logic-building)

AmbitionBox gets thousands of company reviews daily. Till date, AmbitionBox has published more than 60 lakh company reviews on the platform.

Tata Consultancy Services has 67,000+ reviews on AmbitionBox. Accenture has 43,000+ reviews. Wipro has 36,000+ reviews.

Whenever a user comes on to AmbitionBox to read reviews, they can't read thousands of reviews or even hundreds of reviews for that matter.

You will always have to pick the right set of reviews to show to users whenever they land on the page.

Now, as a Product Manager, your job is to create a sorting logic based on which right set of reviews will be visible to users when they visit the Tata Consultancy Services reviews page or Accenture reviews page.

How will you go about creating the right logic for sorting or showcasing the right reviews to users?

Reference links:

Accenture reviews page on AmbitionBox (https://www.ambitionbox.com/reviews/accenture-reviews)

TCS reviews page on AmbitionBox (https://www.ambitionbox.com/reviews/tcs-reviews)

Wipro reviews page on AmbitionBox (https://www.ambitionbox.com/reviews/wipro-reviews)

Case study 6 - **Product Improvement**

Content platforms such as The Times Of India, YourStory Media, AmbitionBox, and even social networks such as LinkedIn generally reserve 80-85% of the page width for main content.

The remaining 15-20% of the space, usually on the right side, is reserved for additional widgets.

Examples of these widgets include 'Popular Stories', 'People also viewed', 'Similar articles', etc. Sample screenshots in the first comment.

These widgets serve multiple purposes. Three main benefits that these widgets serve are:

[1] Help in increasing engagement - Users click on these widgets to visit other pages, thereby increasing the average session duration, number of page views per session, etc.

[2] Help in product or page discovery - Pages or features that you would want users to explore can be added here and you can increase discovery.

[3] Search engine optimization - These widgets build internal linking within the website which further helps Google-bot to crawl these pages easily.

This helps in improving the search engine ranks of these pages.

Companies, at times, use these widgets extensively which leads to cluttering of pages.

Imagine yourself as a Product Manager of any such platform where your job is to reduce the clutter on the page by removing a few widgets.

How would you go about solving this using data?

Case study 7 - **Product Design**

Zomato is a powerhouse of data.

It has data for lakhs of restaurants - the menu items they cater to, their locations, sales, competition, ratings, and much more.

On the other hand, it very well understands its user base - their eating habits, food preferences, price-consciousness, location, and much more.

Now, Zomato wants to leverage its rich data and create a product for restaurants and/or food chains to help them grow and expand.

You are a PM at Zomato who has been given the responsibility to design this product and the go-to-market strategy for it.

How will you go about building this?

Areas to cover:

1. Think of the potential products you can create leveraging Zomato's data.

2. Pick the top 1 or 2 products that you will put your energy into.

3. What core values will you provide to your users/customers?

4. Who will be the target customer segment for those products?

5. How will you define the pricing for each of the products?

6. How will you reach out to your audience?

Case study 8 - Feature Performance Analysis

E-commerce websites such as Amazon, Flipkart, Myntra, and others provide a lot of filters to users to streamline search results.

Though these filters are useful in improving search results, they can be overwhelming at times.

With more options, Hicks law kicks in.

Hick's law is a psychological principle which states that the more options are available to a person, the longer it will take for him or her to make a decision about which option is best.

This, at times, leads to an increase in drop-offs in the user journey, working against the company's goals.

Imagine you are a Product Manager working at one of these e-commerce companies.

You have been given the task to understand the usage of each of the filters and then optimize (basically, reduce if a few filters are not being used frequently).

How will you go about solving this?

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

➜ And, many more!

Reach out to me on **Linkedin**

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Thank you! 😃