

Welcome.

Become a 10x
Business Analyst
using AI

OUTLINE

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INTRODUCTION

Instructor



- 10+ years in Product Management building AI Products.
- Focus was to leverage AI across Product lines and processes.
- Generative AI disrupted the World.
- Started teaching AI on YouTube, and Udemy with 10,000+ students enrolled.
- Decided to pursue my passion of teaching & Building Products.
- Currently building Explainx.ai - a platform to stay ahead with everything Generative AI.
- Vision to teach 100k students in 2023. Right now at 15k across courses + online sessions.

Why AI for Product Management?

AI Disruption in the 21st Century

1. Generative AI: The Speed of Progress
2. The Rise of AI Strategy in Modern Enterprises
3. The Largest Tech Disruption since the 2000s: AI's Impact on Roles including Product Management

Key Benefits of AI in Business

- Data-Driven Forecasting: Superior analysis for future trend predictions.
- Elevated Customer Experience: Personalized segmentation based on behavior.
- Operational Efficiency: Automation minimizes errors and expedites processes.
- Informed Decision-Making: Process vast data for unbiased product insights.
- Optimized Costs: Early flaw detection, supply chain enhancements, and improved pricing.

**We will mostly only be
using Free version of
ChatGPT for this course.**

Product Example

Snapy.ai

AI Video Editor with features like AI
Silence Trimmer from audio and video
& AI Short Generation.



Rules

- Be Hand's on (have a laptop handy)
- Do your research then raise a question
- Watch at 1.25x, 1.5x if you think I'm too slow
- Focus on content than on the accent
- Reach out to me for anything beyond AI too
- Join Discord

Connect with Other learners

Join Discord.
Link is in the resource section.

AI for Product Strategy

Leveraging AI for Product Strategy

Product Strategy is a creative job and requires tremendous amount of thinking. A Product Strategy team is primarily responsible for owning Product Roadmap and Vision. This could also be the job of a Product Manager in certain scenarios. There are some parts of the job that you can safely automate with the power of AI:

Feature Parity checks: ✓

Product Roadmaps: ✓

Feature Prioritisation: ✓

Product Vision, Value Proposition: ✓

User Personas: ✓

Stakeholder communication: ✗



Feature Parity

You can feed details for your Product and a competitor Product to safely perform competitor study. This is the prompt you should use in order to do this. We will demonstrate how this is done.

PROMPT

You are now a Product Manager. Your job is to own Product Strategy which includes Product Roadmap, Vision and Competitor study. Your task at hand is to perform a competitor study between our Product A and a Competitor Product B. Details for Product A and B are available below. You should clearly call out the following things:

Current Features available at Product B and not available at A

What value will these missing features add to our Product A

What part of the value will this lead to: Revenue, Users, Experience?

How much effort will it take for us to build? Assume we have enough engineering bandwidth

Here is the detail about Product A and B

Product A: Feature list

Product B: Feature list

Note: Feature lists are generally available on their Pricing Pages.

Customer Study

You can feed details from your Market Research Study, and GPT will summarise the sentiment for you. This is the prompt you should use in order to do this. We will demonstrate how this is done.

PROMPT

You are now a Product Manager. Your job is to own Product Strategy which includes Customer Study. Your task at hand is to perform a summarise a recent customer study we had performed for our Product A. You should clearly call out the following things:

- Interesting insights from these discussions
- Summary of these discussions
- Product suggestions from these discussions
- Common Pain points across these discussions

Here is the detail about our Product Research Study: <Add details here>

Feature Prioritisation

While it will not be wise for the AI to build your complete roadmap, It is ideal to use it for prioritising features in your roadmap based on certain frameworks. This is the prompt you should use in order to do this. We will demonstrate how this is done.

PROMPT

You are now a Product Manager. Your job is to own Product Roadmap. Your task at hand is to prioritise features listed below on RICE Framework of Product Management and build a Product roadmap. Details about our Product is listed below. You should clearly call out the following things:

RICE Framework with scoring for R, I, C and E for each of the features (mention any assumptions or facts)

List any dependency that we might have not added

This is a 6 month roadmap, please also add tentative timelines accordingly

All of this should be in a table

Write one sentence summary for each of the features

Some details about our Product: <PUT Product Details here>

List of features we have planned: <PUT Feature Details here>

Product Vision

Again, you would typically not rely on AI to build your Product Vision. But given we've provided enough detail about the Product, it does make sense to leverage it to build the first cut vision document.

[Follow up] PROMPT

Thanks for this. Now that we have Product Roadmap and details. I want you to do the following things:

Create a Product Vision document laying out following details:

- What's the vision of our Product
- Who are our customers
- How are we different
- What pain point we're solving
- Where will we be 6 month down the line

User Personas

PROMPT

You are now a User Experience Researcher. Your job is to understand and define the User Persona. Your task at hand is to gather insights about the potential users of our product based on the Empathy Map Framework and build a detailed User Persona. Details about our product and users are listed below. You should clearly call out the following things:

Empathy Map Quadrants for each persona:

- What the user is Thinking & Feeling
- What the user is Seeing
- What the user is Hearing
- What the user is Saying & Doing

Mention any assumptions or facts to justify each quadrant

- List any potential pain points or challenges that the user might face
- Define the primary goal or motivation for each user persona
- Provide a brief profile (age, occupation, etc.) for each persona
- All of this should be presented in a structured format.

Write one sentence that describes the core essence of each user persona.

Some details about our Product: <PUT Product Details here>

List of primary user groups we are targeting: <PUT User Group Details here>

Value Proposition

Crafting a compelling value proposition is crucial for product positioning. By feeding the AI with details about your product, you can derive a first-cut value proposition. Here's how to prompt the AI:

PROMPT:

You're in the shoes of a Product Manager, responsible for articulating the value that Product Y brings to the market. Given the product details below, craft a compelling value proposition that clearly communicates:

- The primary benefit or solution that Product Y offers.
- How Product Y stands out from competitors.
- The unique features or aspects that customers can only get from Product Y.
- A concise statement that encapsulates the essence of Product Y's value to the customers.

Here are the details about Product Y: <Insert Product Details>

Customer Study:

Monetisation

PROMPT

You are now a Monetization Strategist. Your job is to devise the monetization strategy for our product. Your task at hand is to organize and prioritize the various monetization elements based on the Revenue Model Framework. Details about our product and its user base are listed below. You should clearly call out the following things:

Revenue Model Framework for the monetization strategy:

- Subscription: Outline the pricing tiers and benefits
- Freemium: Define the free features vs. premium features
- Advertising: Describe the type and placement of ads
- One-time Purchase: Highlight the cost and value proposition
- Affiliate: Explain partnerships and commission structures

Mention any assumptions or facts supporting each revenue model

List any market factors or dependencies that we might have not added

This is a 6-month strategy, so please also add tentative timelines for each revenue model or phase accordingly. All of this should be in a structured format. Write one sentence that summarizes the essence of each revenue model.

Some details about our Product: <PUT Product Details here>

Insights about our target users and their purchasing behaviors: <PUT User Behavior Details here>

AI for Product Execution

Leveraging AI for Product Execution

Execution is the most important part of a Product / any job. It involves bringing your strategy and vision to life, But this also comes with a lot of heavy lifting. Let's talk how you can automate some of what you do in Product Execution.

Product Requirement Documents (PRDs): 

User Stories & Bug Reporting: 

Customer Engagement: 

Script Automation: 

Data Analysis: 

Blame AI for failing Product Execution: 

PRD

If you're not leveraging AI for Product Documentation, you're basically falling behind. We will be taking an example of a Product Requirement documentation (PRD). You can extend this to any kind of documentation later on like Bug documentation, Business Requirement document, etc.

PROMPT

You are now a Product Manager. Your job is to own Product Development. Your task at hand is to write a Product Requirement document for one of the new Feature we are building. Details about the feature is listed below. Some notes:

Please follow the following format:

- Title
- Owner
- Problem statement
- Summary of the feature
- User personas
- Pain point we are addressing
- Current solution
- Proposed solution
- Flow diagram
- Delivery timelines
- Impact
- Future versions

Some details about our Product & Feature: <PUT Product Details here>

Release Notes

Drafting a release note is crucial for communicating the updates, changes, and improvements in a product's latest version. This prompt will guide the AI in generating a comprehensive release note.

PROMPT:

You are now a Product Manager. Part of your responsibility is to communicate the changes made in the recent release of Product P. Given the details below, craft a cohesive release note that includes:

A brief introduction about the release.

- A list of new features with their benefits.
- Improvements or changes made to existing features.
- Any bug fixes or resolved issues.
- Known issues or limitations in this release.
- A call-to-action or guidance for users on next steps.

Details of the recent release for Product P: <Insert Release Details here>

Sprint Prioritisation

Sprint planning is a collaborative process where teams decide the work to be tackled in the next sprint. This prompt will help the AI suggest items for the upcoming sprint based on customer feedback and other details.

PROMPT:

You are in the role of a Product Manager, preparing for a Sprint Planning session. Given the customer feedback, pending backlog items, and current product goals, suggest a prioritized list of tasks for the upcoming sprint. Ensure that:

- Customer asks are addressed.
- Important backlog items are included.
- Any dependencies or blockers are highlighted.
- A balance between feature development, bug fixes, and technical debt is maintained.
- Tentative effort estimates for each task are provided.

Customer feedback and asks: <Insert Customer Feedback here>

Backlog items and product goals: <Insert Backlog Details and Goals here>

Test Cases Generation

Creating test cases is essential for ensuring the robustness and functionality of product features or changes. This prompt will assist the AI in formulating detailed test cases.

PROMPT:

You are now a Product Manager. An integral part of your role is to validate and ensure the reliability of features or changes introduced in Product R. Given the details below, develop comprehensive test cases that encompass:

- The objective or purpose of each test.
- Preconditions or initial setup required.
- A step-by-step procedure to execute the test.
- Expected outcomes for each test scenario.
- Potential edge cases or scenarios to consider.
- Cleanup or post-test actions if necessary.

Feature or change specifications for Product R: <Insert Feature or Change Details here>

Requirement Analysis

Same case here, go ahead and Provide context to the AI about the list of say 100 requirements raised by your customers. You can tell AI to identify common requirements, requirements that do not align with the Product Roadmap / vision, requirements that can be picked up later on.

PROMPT

You are now a Product Manager. Your job is to analyse customer requirements. Your task at hand is to review all the requirements submitted by our customers in the month of August and figure out:

- Common set of requirements
- Requirements that do not align with our roadmap / vision
- Requirements that align but are schedule with later part of the roadmap
- Requirements that we should immediately build

Our roadmap is as follows: <ROADMAP>

Details about our Product: <PRODUCT DETAILS>

Requirements submitted by users: <REQUIREMENTS>

SQL Queries

AI does an unbelievable job when you're looking to leverage it for data analysis. SQL Queries are most standard and well documented over the last few years. This results in AI Generating very good quality outputs when you're looking to generate SQL Queries for data analysis. It also goes ahead and generates very detailed queries.

PROMPT

You are now a Data Analyst. Your job is to own analyse data and create sql queries for visualisation. Your task at hand is to write SQL queries for the schema I feed to you along with the information i'm looking to extract. Below is the schema for our table called A.

<PASTE SCHEMA HERE>

Can you write a SQL Query that can help us extract average, top 50 percentile and top 90 percentile of signups done over the last 3 months. Please order these in descending for day's average and group these by dates.

Python Scripts

You can also write Python scripts if you have done some basic scripting in the past. It can help you automate some operational work or some part of your daily work. Example, automating renaming of customer feedback files using a python script.

PROMPT

You are now a Software Engineer. Your job is to write Python scripts. Your task at hand is to write a python script that can rename all files in a folder from their current name to 04_08_2023_01 and 02, 03, etc. Notes:

Ensure these files are renamed based on their current alphabetical order

Ensure these files are assigned relevant numbers from _01... till the last file say _100

AI for Product Experience

Leveraging AI for Product Experience

After you deliver / sell your Product. Your job is still not done. In fact, this is where the chaos begins. Customers buy your product for a value. But continuous value needs to be delivered. This is where the Product Experience piece comes in play.

Super customised emails: 

Journey Analysis: 

Community Building: 

FAQs: 

Guesswork with AI: 



Customer Research Questions

You can provide some content to the AI about your user persona and Product. It will be able to create an extensive set of questions to solve for your use cases.

You may want to provide clear context about the round the user is to get really good questions. Let's say the user is going through a discovery stage, questions for this stage will be very different than questions for say a post sale stage.

PROMPT

You are now a Product Manager. Your job is to own Product Experience and you love speaking to customers. Your task at hand is to ensure that you perform deep customer study with respect to the stage of research and the problem statement at hand.

We are currently speaking to: <CUSTOMER PERSONA>

Our Product is: <PRODUCT DETAILS>

The stage of discussion is: Early

We should keep the discussion: Open Ended

Note for PM: Do not use this for follow up questions, that is something you will have to take care during the discussion.

User Journey Analysis

Understanding the user's pathway provides insights into their experience and potential roadblocks.

PROMPT:

You are a Product Manager tasked with analyzing the user journey for Product U. Given the user data below, outline:

Common paths taken by users within the product.

- Points of friction or dropout.
- Features or areas with the highest user engagement.
- Recommendations to enhance the overall user journey.

User interaction data for Product U: <Insert User Data here>

FAQs

This is one of the other important use cases of AI. It can basically take in all the necessary information about your Product and provide you with a list of frequently asked questions and answers. Given that it has data across hundreds of websites, it has fairly decent understanding about what people across various industries ask for.

PROMPT

You are now a Product Manager. Your job is to ensure great customer experience. Your task at hand is to help create Frequently asked questions for the following Product.

- Please ensure all questions are one lines
- Each question should have an answer that is one line too
- There should not be repetition across questions

Details about our Product: <PRODUCT DETAILS>

Post Sale Customer Study

Understanding customer sentiments post-purchase can provide invaluable insights.

PROMPT:

You're now a Product Manager. A crucial aspect of your role post-sale is understanding the customer's experience with Product S. Given the data below, analyze and provide:

- Key takeaways from customer interactions.
- Overall sentiment regarding the product.
- Areas of improvement or enhancement based on feedback.
- Potential opportunities for upselling or cross-selling.

Details from post-sale interactions for Product S: <Insert Post-Sale Data here>

Super Customized Emails:

Personalized emails can significantly enhance user engagement and retention.

PROMPT:

You're tasked as a Product Manager for Product D. Utilizing the given user data, craft super-customized email templates that:

- Address the user by name and reference their last interaction.
- Highlight features or offers tailored to their usage patterns.
- Provide clear CTAs to guide them to the next steps.
- Ensure the tone aligns with the brand and user's engagement level.

User data and recent interactions for Product D: <Insert User Data here>

What to communicate? <Insert those details here>

AI for Product Growth

Leveraging AI for Product Growth

Experience and Growth go hand in hand. Good experience leads to tremendous growth and vice versa. A lot of chaos in this part too. Very few Product Managers dabble in this area. Because this requires you to have a single minded focus on the user and less on development.

Growth Channel Analysis: 

User journey improvements: 

A/B Testing + CRO: 

User flow analysis & brainstorming: 

Building Pricing plans: 

Using these pricing plans: 

SEO Analysis with AI:

SEO is pivotal for product visibility and growth. Utilize AI for a comprehensive analysis of your SEO efforts.

PROMPT:

You are now a Product Manager. One of your responsibilities is to ensure the product's visibility online. Based on the provided data and keywords, perform an SEO analysis:

- Identify top-ranking keywords for the product.
- Analyze backlink quality and quantity.
- Highlight on-page SEO opportunities.
- Suggest content strategies for better ranking.
- Identify potential technical SEO issues on the website.

Details about our Product's current SEO efforts: <Insert SEO Details here>

List of targeted keywords: <Insert Keywords here>

Conversion Rate Optimization:

PROMPT:

As a CRO Specialist for snapy.ai, your mission is to boost conversions from visitors to active users. Formulate a CRO strategy to elevate sign-ups and user engagement. Address the following:

1. Objective: Clearly state the CRO goal(s).
2. Audience Segmentation: Break down the target users and their behaviors.
3. Test Elements:
 - Webpage Layout: Consider design and flow modifications.
 - CTAs: Propose variations in text, color, or placement.
 - Content: Suggest alterations in descriptions, visuals, or testimonials.
4. A/B Testing:
 - Control: Original design/features.
 - Variant(s): New design/features for testing.
5. Metrics: Identify success indicators like conversion rate, bounce rate, etc.
6. Duration & Sample Size: Define the test timeline and user count.
7. Tools: Specify platforms or software for testing and data collection.
8. Analysis & Next Steps: Describe potential outcomes and follow-up actions.

Highlight assumptions and possible challenges. This CRO approach is devised for a 2-month duration, outlining critical checkpoints.

Product Overview: <PRODUCT DETAILS>

User Insights: <USER DETAILS>

A/B Test Result Analysis

PROMPT

You are a Growth Product Manager for snapy.ai, a platform that empowers users to swiftly transform raw video and podcast content into polished pieces using AI. Design an A/B testing strategy to maximize user engagement and conversions.

Ensure to address:

- 1. Hypothesis:** Define growth strategies or features to test.
- 2. Groups:**
 - **Control:** Purpose and composition.
 - **Variant(s):** Changes and potential impact.
- 3. Metrics:** Primary and secondary indicators of success.
- 4. Duration & Sample Size:** Justify time span and number of users.
- 5. Data Tools:** Mention tools/methods for data collection.
- 6. Analysis:** Describe anticipated outcomes and actions.
- 7. Roll-out:** Plan for wider implementation upon success.

Incorporate underlying assumptions and potential challenges. This strategy is intended for a 2-month period, so map out key milestones.

Product: snapy.ai - An AI-driven tool transforming raw videos and podcasts into engaging content efficiently.

User Insights: Users are content creators seeking quick editing solutions without the intricacies of traditional editing tools.

Go to Market

PROMPT

You are now a Go-to-Market Strategist. Your job is to devise the GTM strategy for our product. Your task at hand is to organize and prioritize the various GTM elements based on the 4P's Framework of Marketing (Product, Price, Place, Promotion). Details about our product and market are listed below. You should clearly call out the following things:

4P's Framework for the GTM strategy:

- Product: Define the product's key features and differentiators
- Price: Decide on a pricing strategy and any potential discounts or offers
- Place: Identify the ideal channels and platforms for distribution
- Promotion: Outline the promotional tactics and campaigns

Mention any assumptions or facts supporting each element of the 4P's

List any external factors or dependencies that we might have not added

This is a 6-month strategy, so please also add tentative timelines for each action or phase accordingly

All of this should be in a structured format

Write one sentence that summarizes the essence of each element within the 4P's

Some details about our Product: <PUT Product Details here>

Insights about our target market and competitors: <PUT Market Details here>

Conclusion

While this is just a boilerplate overview of what you can do with AI. This is not comprehensive. There are more things you can leverage with the help of AI across multiple Product areas like Product Growth and Development.

However, you now have a strong foundation to write relevant prompts and explore what you can achieve with the help of Generative AI.

Some of the other use cases you can leverage to make your Product journey with AI meaningful:

1. Use AI to build data for your leadership presentations. For example: You're looking to build a new Product for insurance space, you can leverage AI to do some historical study about the market and basically brainstorm some ideas you may be thinking of
2. Leverage AI to bulk write user stories for reported bugs. Let's say you have 4-5 bugs reported by your customers that you would like to submit to your technical team. You can leverage AI to bulk create user stories for these bugs and hand it over to your tech team over bug tracking tools
3. Brainstorm with AI - Let's say you have a problem at hand. Reduce drop-offs on contact form by 10% - you can engage with AI in a short brainstorming session to eliminate some obvious problems in your contact form journey
4. Value proposition - By feeding some information about your roadmap, product and vision you can build initial sales pitch for your sales team or yourself to experiment with.

And a lot more.

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