

Data: The Raw Material for Building Exceptional Products

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Ben Biddle

Disclaimer: I am not a data scientist, and the views contained herein are my own and do not reflect those of any past employer

What's a good working definition for *data*?

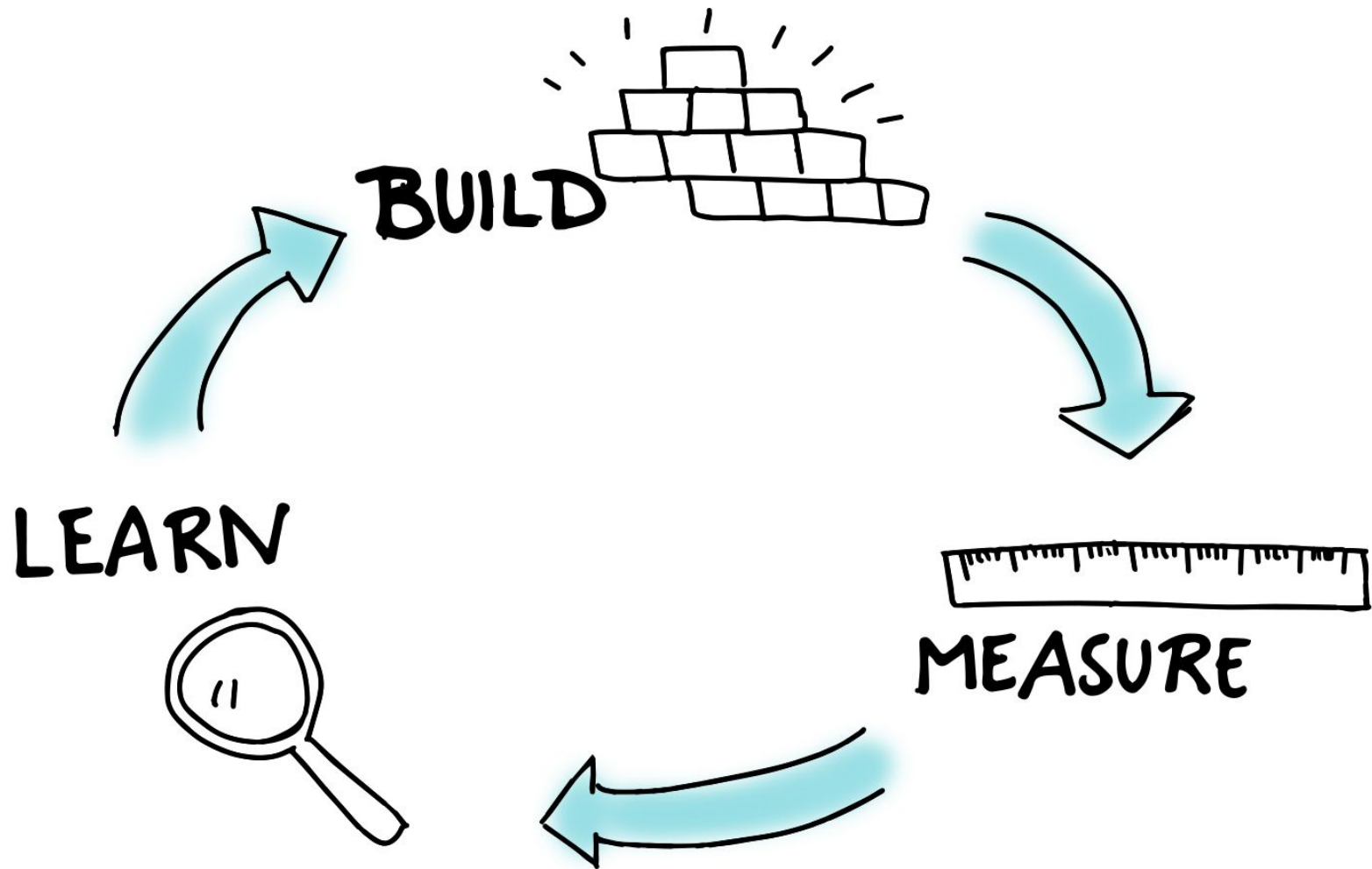


Information
digitally stored

Data is the new oil



**How is data commonly used in
product management?**



What can go wrong?

You can't just

A / **B**

test your way to greatness



“Torture the data
long enough and
it will confess to
anything.”

- Ronald Coase



“All models are
wrong, but some
are useful.”

- George Box

Even better isn't
always better.

Value With Info

- Value Without

Information Value

Top 3 Things to Remember

1. Get to know your data sources and data flows
2. Think in terms of hypotheses, not just metrics
3. Use information value to pick the right data for the job

Questions?

Ben Biddle

ben@bwbventures.com

<https://www.bwbventures.com/>

<https://www.linkedin.com/in/biddleb/>

<https://openopine.wordpress.com/>

APPENDIX

Recommended Reading

- *How to Measure Anything* by Douglas Hubbard
- *Getting to Plan B* by Mullins and Komisar
- *Data Driven* by Thomas Redman
- *Why* by Samantha Kleinberg
- *Data Science for Business* by Provost and Fawcett

Story/Feature	Assumption	Critical Question (Knowledge Gap)	Hypothesis (Predictive Statement)	Metrics (Expected Values)	Observation (Actual Values)	Decision (If false, then)

Based on dashboard described in *Getting to Plan B*