PM it

Covered in this lecture:

What metrics are and why we use them

▶ As a PM, your entire role revolves around metrics in one way or another. You use this science to help your product be successful.

"What gets measured gets managed" - Peter Drucker

▶ **Feedback loops - the more frequently you're getting accurate feedback, the more effectively you're going to manage that**

Example: Fitness tracker industry

▶ **Metrics are numbers or measurements that describe what's going on with your product**

● Metrics are also called KPI - Key Performance Indicators

- Examples of metrics:
  - monthly active users
  - returning users
  - churn users
  - app store reviews
  - Facebook and Twitter posts

- Metrics are different depending on the type of PM you are and the company you are working for

- Product managers define success by achieving their goals regarding metrics

See you next lecture!