Product Strategy & Business Acumen

Data ⟶ Decision

1. Business Analytics (BA) Next ⟶ Consultant

Business ⟶ BA ⟶ Data
- -> clean
- -> structured
- -> Analytics Table

-> Business Acumen

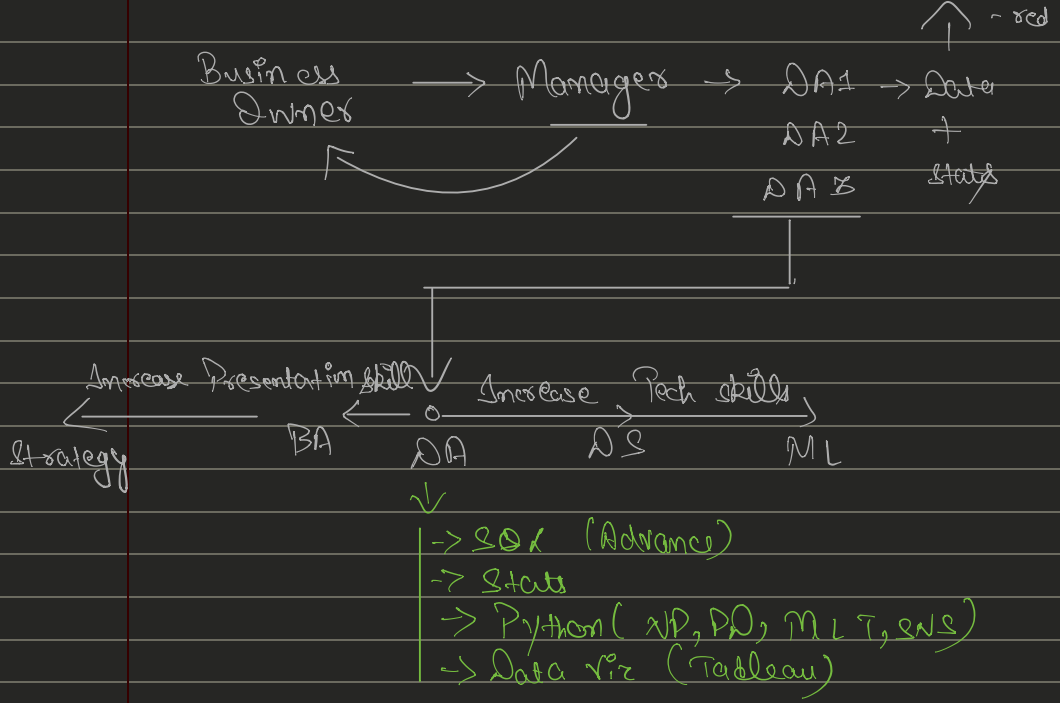
-> SQL, Excel, Tableau + Basic Math

=> Buy a Phone -> 50,000
- -> Brand -> offer
- -> Price -> Feature
- -> Review -> Youtuber

P(S) -> 1. Gut
2. Consultant
3. Data -> P(S) higher

(2) => Data Analyst ->

Messy / unstruct



Advance version of BA for → Product Based Company

(3) → Product Analystic → (This Module) Strong Stats (A/B Testing)

(4) → DeML → (My Course) ⇒ (Math / Adv Python)

Structured → Table

+

unstructured → Img, video, Text

100 TB

(1) 20 TB ↙ ↘ 80 TB (Img)

DA => SQL, Excel, Tableau

Image -> Deep Learning -> Computer vision

-> Text -> NLP, Sentiment

Module Overview ->

1. -> Product Sense
2. -> Product Metrics -> I
3. -> PM -> II
4. -> RCA -> I (Root Cause Analysis)
5. -> RCA -> II
6. -> CRM Analytics - RFM Model
7. -> Customer Segmentation
8. -> A/B Testing & Launch Recommendation
9. -> Guess Estimate -> I
10. -> GE -> II
11. -> Flight Overbooking
12. -> Data Viz -> Airbnb
13. -> Extra class -> Yelu Case study

Product Sense ->

-> Analyse youtube traffic ↓ 5%

-> save Post feature ↳ success

-> Sales in a particular store ↓

1. Tech
2. Tech
3. Business or Manager
4. HR

Mix of Module

Above are the some questions that can be asked by Manager

Scenarios ->

(1) -> Product Diagnostics ->

-> Analyse a metric change
-> sale ↑ by 2% etc.

(2) -> New Product / Feature
↳ Measuring Performance / Success

(3) -> Product Design -> feature launch recommendation

eg -> should we shift address bar of our mobile browser to the bottom?

(4) -> Product Improvement ->

-> How would you improve the content creation on TikTok?
-> How would you improve the navigation on google Maps?

Product Diagnostics ->

P-b ->

Ex -> Percentage of users who clicked on a search Result of PB event increased by 13% now

=> How to tackle question from Interviewer?

(1) -> Clarify the doubts about question.

(2) -> Structure

(3) -> Conclude
-> Summarise + Recommendation

(Ex) -> Sales in a store ↓
what are possible solution?

Correct answer -> Give discount to target Customers
OR
May be Shut down the business in that area.

Structure ->

Framework

Ex -> 4 P's & marketing
-> Price
-> Product
-> Place
-> Promotion

CRIED Framework :

C -> clarify

R -> Rule out -> Rare but possible events

I -> Internal factor

E -> External factor

D -> Data -> In Context to Pb ex

(i) -> Clarify -> How long?

-> 8 weeks

-> keyword / all

happening in Particular region
-> Global

-> No change

(ii) -> Rule Out ->

-> No change in the app
-> No Bugs / Tech glitch / Bot attack
-> Outliers
-> Promotional
-> Covid / Policy changes

(iii) -> Internal Factor

use framework

TROPICS

T -> Time frame
R -> Region
O -> other Related factor
P -> platform
I -> silent (Doesn't mean anything)
C -> Cannabalization
S -> Segmentation

(a) -> Time frame ->

-> 15% -> seasonal -> X (Don't analyse)
-> sudden -> New feature (")
-> gradual -> shift in the trend
-> shift in behavior
-> shift in usuage
Analyse it

(b) -> Region ->

-> Urban v/s Rural
-> Tier 1 v/s Tier 2
-> Country wise
-> state wise
-> pincode wise

(c) -> Other Related factor ->

-> ↑ Events : Page like ↑
-> Event Post ↑ : No of Events ↑
-> Stories ↑ ——> " "
eg: add Cost ↑ then ——> Sales ↑

(d) -> Platform ->

(1) -> Web / App ↑ -> UI Analysis
(2) -> IOS v/s Android

(3) -> Windows v/s Mac

(4) -> version of App

(5) -> Cannibalization ->

Man eating man

Meta	Musk
Instagram, Threads	Twitter (x)
-> 1 hour	1 hour
before -> 60 min	0 min	1 hour
After -> 30 min	30 min	1 hour

=> One product killing itself

ex: promote events v/s Group or page

-> Cannabilization by events promotion

ex: Launch of new iPhone decrease sale of old

(6) -> Segmentation ->

-> New v/s old users
-> Age
-> gender
-> Regular v/s casual
-> Demographic -> Income/profession

(iv) -> External Factor ->

-> Bad PR
-> Increase in Competition
-> Marketing

(v) -> Data ->

Internal -> product Data
-> Sales Data
-> Customer Data

External -> Competitor Data
Social Media Data