Fact Sheet For Product Management Estimation Interview Questions

This sheet does **not** attempt to cover all the topics you may be asked about during an estimation interview question. Instead these are some figures that try to cover some of the most common topics that you might be asked about. Having these in the back of your mind prior to interviewing can be helpful in a moment of need. Don't spend too much time memorizing facts outside of this sheet as memorization is not a skill set that is likely being tested for in a PM interview. Instead use this sheet to help you build some intuition about facts and figures.

Note: All facts and figures were pulled as of the year 2020 unless stated otherwise.

Populations
- World population: ~7.5B
- Asia Population: 4.5B
- China population: ~1.4B
- India population: ~1.4B
- US population: ~330M
- California population: ~40M
- San Francisco, CA Population: ~900K
- Los Angeles, CA Population: ~4M
- NYC population: ~8.5M
- Seattle, WA population: 750K

U.S. Specific Facts
- Size of continental US: 3M square miles
- # of US households: 100M
- Average people per household in US: 3
- Life expectancy: ~80 years
- Median household income: ~$60K

Product User Populations
- Number of global Smartphone users: ~3.5B
- Number of global Amazon Prime Subscribers: ~150M
- Number of global Gmail users: ~1.8B
- Fraction of Americans that own a smartwatch/fitness tracker: 1/5 people
- Instagram monthly active users: ~1B (2018)

Technical
- Average file size for a 90-min 720p movie: roughly 3.5GB
- Average file size for a smartphone camera picture: ~3-5 MB
- Average Click Through Rate (CTR) for a search ad: ~2%
- Amazon AWS S3 Standard cost: $0.023 / GB / month
- Average landing page conversion rate: 2.35%
- Average WiFi bandwidth: ~12-25Mbps