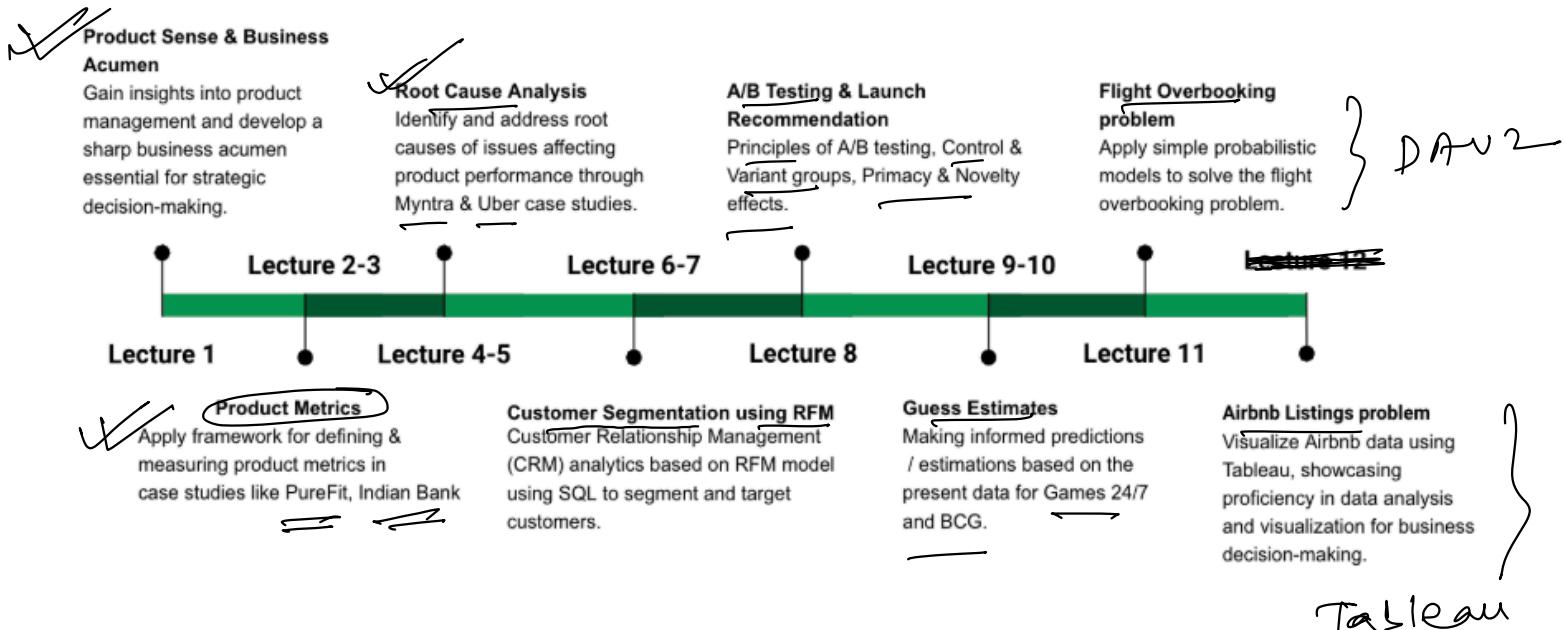


# Product Strategy & Business Acumen

Agenda:

- 1 Product Sense
  - 2 CEO, Product Managers & Data Scientist
  - 3 Different kinds of Product sense problems
  - 4 Product Diagnostics
  - 5 Metrics
- Next class

# 7 Guard rail metric



## **Flow of Discussion between CEO, Product Manager and Data Scientist.**

**CEO:** Good morning, team. I'd like to discuss the upcoming launch of our new feature. Product Manager, could you provide an overview of what we're planning?

**Product Manager:** Certainly, CEO. We're introducing a new in-app messaging feature that allows users to chat with customer support directly. This should greatly enhance the user experience and improve our customer service.

**Data Scientist:** That's great news. To ensure its success, I suggest we monitor user engagement and response times closely. We should track metrics like chat usage, response rates, and customer satisfaction.

**CEO:** Agreed. Data Scientist, can you set up a framework to collect and analyze these metrics? Also, are there any early insights you can share about user behavior in our app that might be relevant to this feature?

**Data Scientist:** I'll get the data collection in place. As for user behavior, we've seen that users tend to spend a lot of time on our help center articles, which indicates a need for better support options. This new feature aligns well with that behavior.

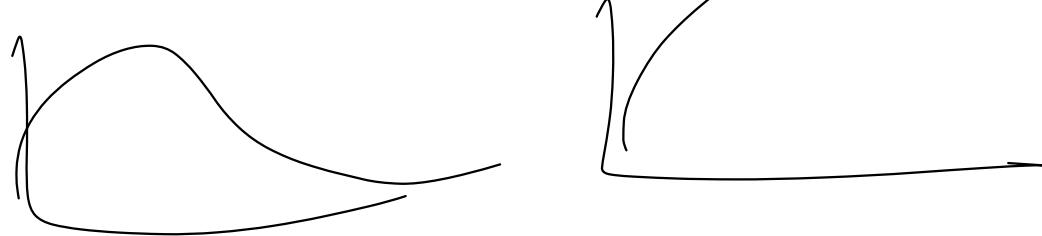
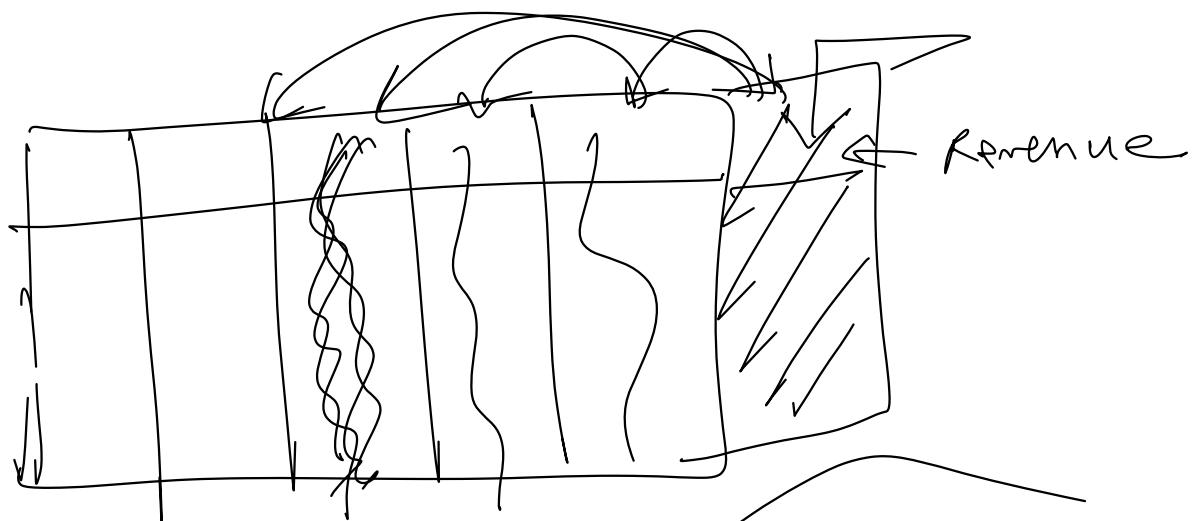
**Product Manager:** It's reassuring to hear that. We're planning to roll out the feature to a small segment of users first to gather feedback. Data Scientist, do you have any recommendations for how we can structure A/B testing to measure its impact effectively?

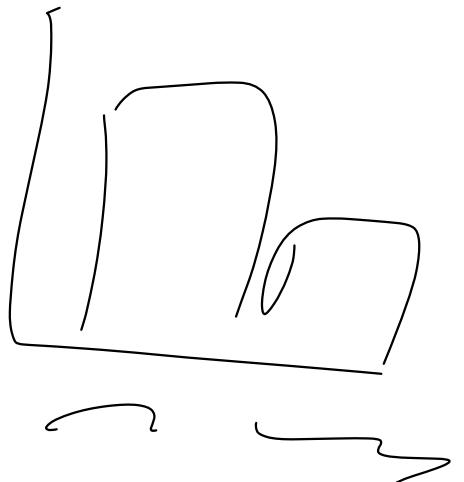
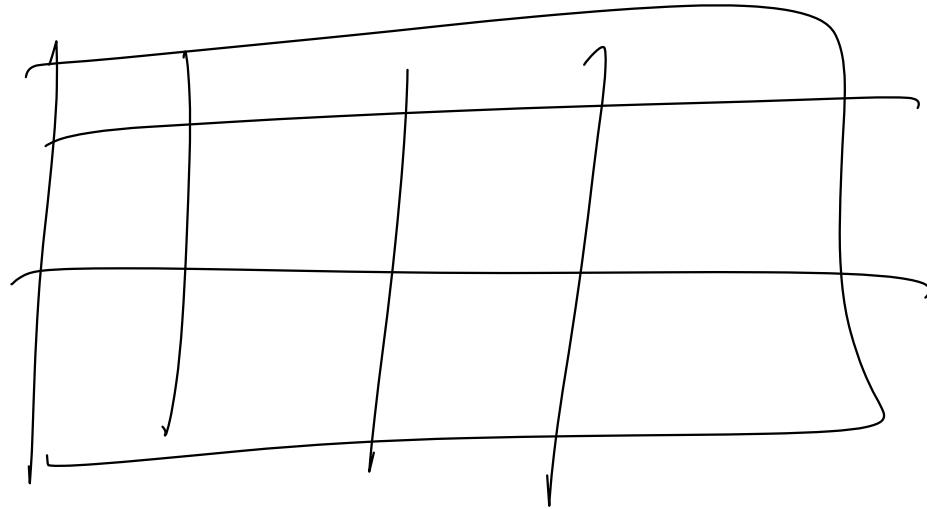
**Data Scientist:** Certainly. We should set up the A/B test to compare user behavior and satisfaction between those with access to the new feature and those without. This will help us gauge its impact on engagement and customer satisfaction.

**CEO:** Sounds like a solid plan. Let's move forward with this strategy, and once we have collected enough data, we can reconvene to evaluate the feature's performance. Thank you, team.

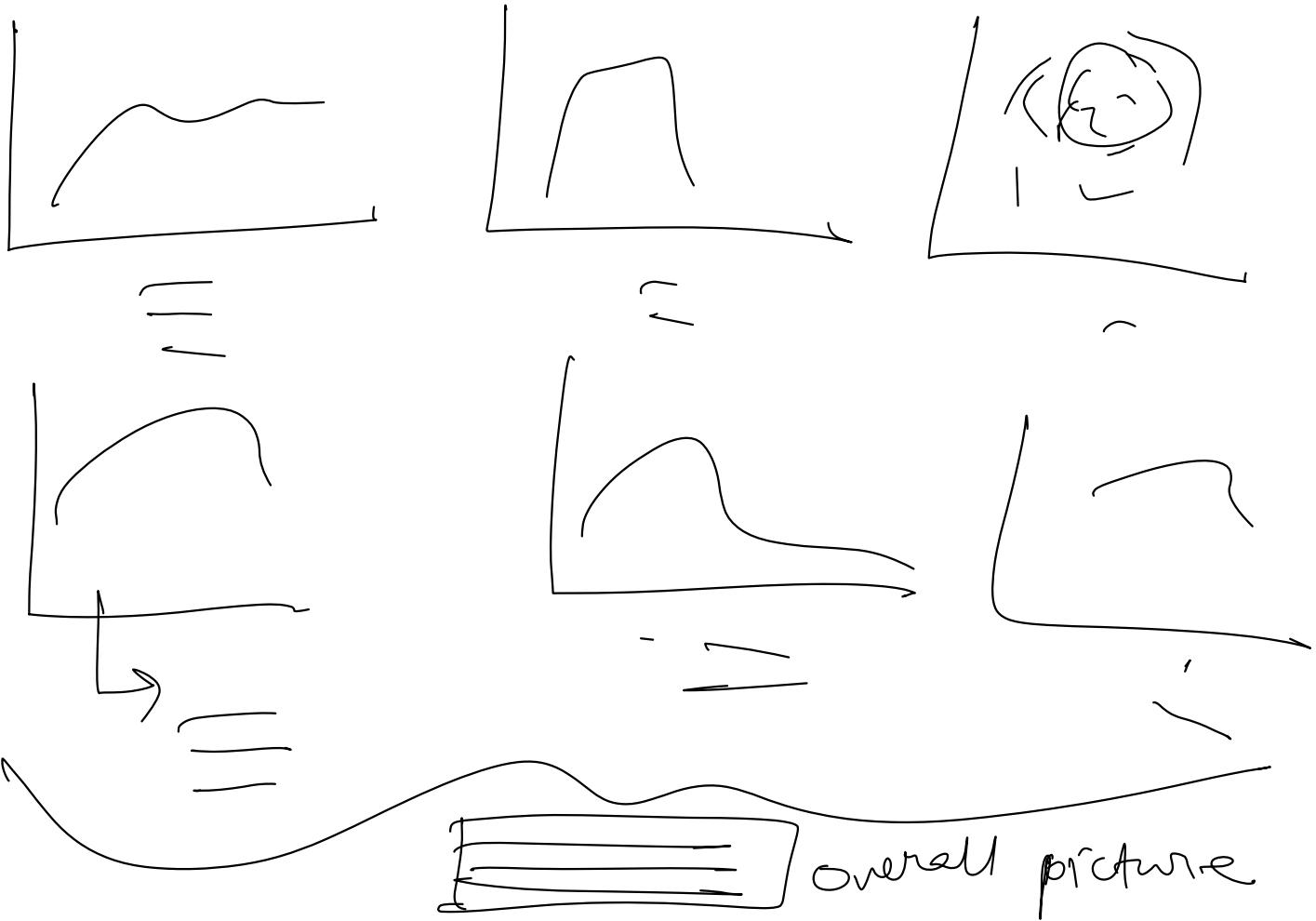
**Product Manager:** Thank you, CEO. We're excited about this launch and the positive impact it can have on our users.

**Data Scientist:** Agreed. Let's work together to make sure we're making data-driven decisions every step of the way.





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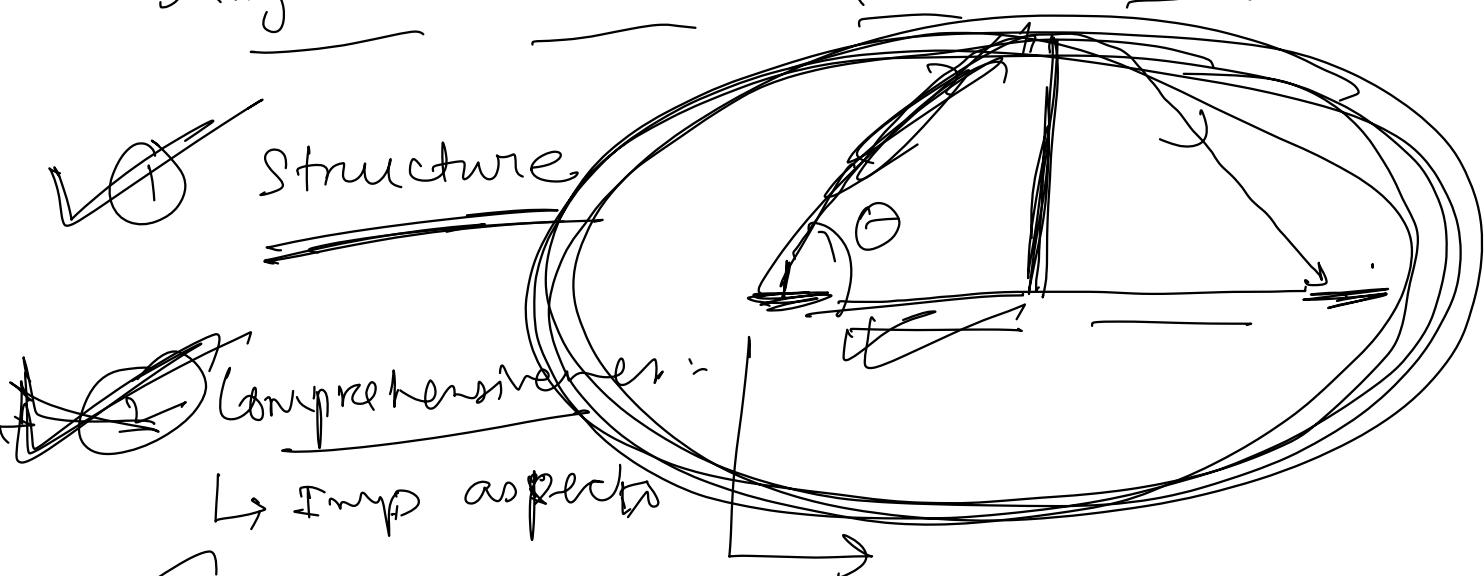
# Judgement criteria for interview :

1) Structure

~~2) Comprehensiveness~~ :-

↳ Imp aspects

3) Feasibility :



## # General Framework to keep in mind :

✓ 1. Clarify —

✗ 2. Plan —

✓ 3. Conclude — From objective, to solution,  
recommendations

~~# Diff kind of Product sense problems! -~~

~~(1) Product diagnosis - Analyse a metric change~~

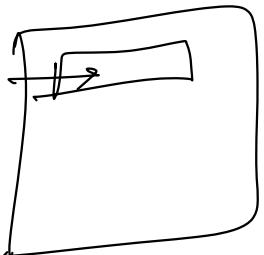
~~(2) New product / new feature - Measure performance~~

success -

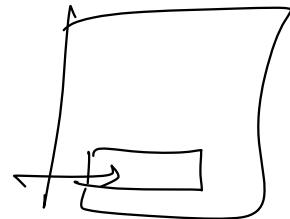
[ NPS: Net promoter Score ]

~~③~~

Product Design :



vn



~~④~~

Product Improvement :

## # Product Diagnosis:

Business use case:

% users who clicked on a search result about a Facebook event increased by 15% week-over-week.

Investigate:

# # General Framework [CREATED]

✓ 1. Clarity

✓ 2. Rule Out

✓ 3. Internal

External Data

Internal Data / Factors :

TROPICS  $\leftarrow$  silent

↳ Time

R → Region

O → other related features affected

P → Platform

C → Cannibalisation

S → Segmentation

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Time → Seasonal / Sudden / Gradual



No RCA



RCA



~~RCA~~

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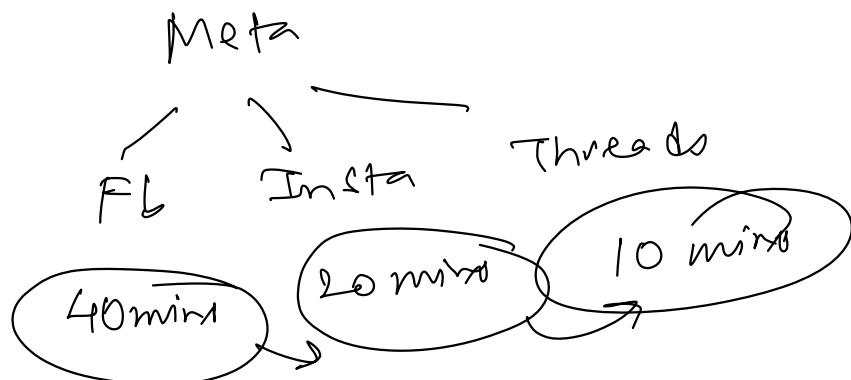
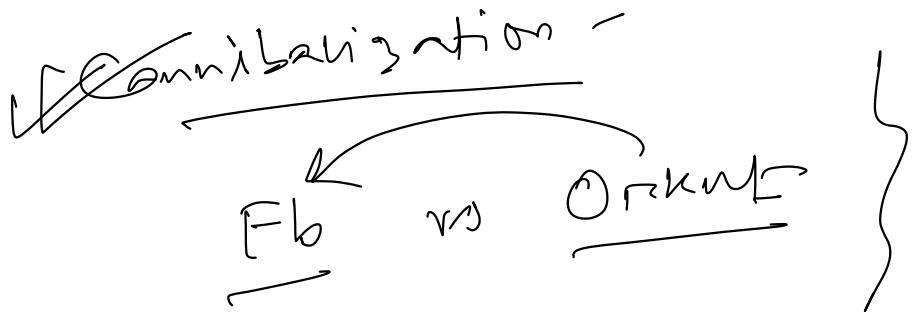
Region - Rural vs Urban  
Tier 1 vs Tier 2

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Other related factors -

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Platform - ~~Android~~ / iOS devices  
Mobile / Desktop  
App / Website  
Mac / Windows / Linux



## # Segmentation:

Age: (10-20) vs (40-60)  
~~15~~

Gender: M vs F

New vs Existing users  
==

## # External Sets:

① Competition Analysis













