pendo × mind the PRODUCT

Product Analytics Certification Course

Workbook and Study Guide

TABLE OF CONTENTS

WORKBOOK INTRODUCTION

To help you apply what you've learned to your own product, we put together five exercises that correspond with lessons in the Product Analytics Certification Course. We recommend completing each exercise when they are prompted by the instructor, but you can always come back to this workbook at any time.

All of the exercises can be done alone, and some can be done in a group setting. Each one puts course material into practice in order to help you build, refine, and expand your product analytics strategy. Feel free to complete the exercises more than once or revisit them in the future—they can be a great tool for product planning.

MODULE 3 EXERCISE

Mapping your North Star Metric

Overview

You can do this exercise alone or with members of your team to start thinking about what a North Star Metric (or one of your North Star Metrics) could be. If your team is already using an established metrics framework or already has a North Star, you can use this exercise to brainstorm additional North Stars, or a North Star you might want to focus on in the future.

The goal of this exercise is to identify the metrics that will best support your business and help your teams make decisions.

North Star Planning Template

VISION: Document your company or product vision as it stands today.

GOALS & PRIORITIES: Note the goals or priorities that are most important for your team right now.

NORTH STAR METRIC: Identify a North Star Metric that you can use to measure the core value of your product.

MEASUREMENT: Note how your North Star is calculated, and how you'll measure and monitor it.

ALIGNMENT: Document how your North Star aligns with your goals or priorities.

LEADING INDICATORS: List two to five metrics you can track that are likely to cause movement in your North Star.

UNINTENDED CONSEQUENCES: Note ways in which you could be successful at achieving your North Star Metric, but also cause problems in other ways.

CHECK METRIC: Choose a metric or metrics that you can monitor to ensure you are not over-optimizing your North Star Metric.

MODULE 4 EXERCISE

Using the Product Analytics Hierarchy of Needs

Overview

This exercise will help you implement the Product Analytics Hierarchy of Needs at your own organization and use it to advance towards Data Actualization.

In the first part of the exercise, you'll fill out the Hierarchy to determine where you stand, including which steps your company has already achieved and where there is more work to be done. Once you know where you fall in the Hierarchy, you'll be able to narrow in on that step and identify where to focus your efforts.

You can do this exercise alone or with your team, but we recommend bringing in your key stakeholders. You might share the Hierarchy framework with them ahead of time so they're prepared to discuss it in more detail.

Product Analytics Hierarchy of Needs

PART 1

First, fill out the Hierarchy graphic below.

STEP 1: COLLECT

Note what product data you're currently able to track and how you collect this data.

STEP 2: REFINE

Document the metrics you use to understand product performance and user behavior.

STEP 3: BUILD

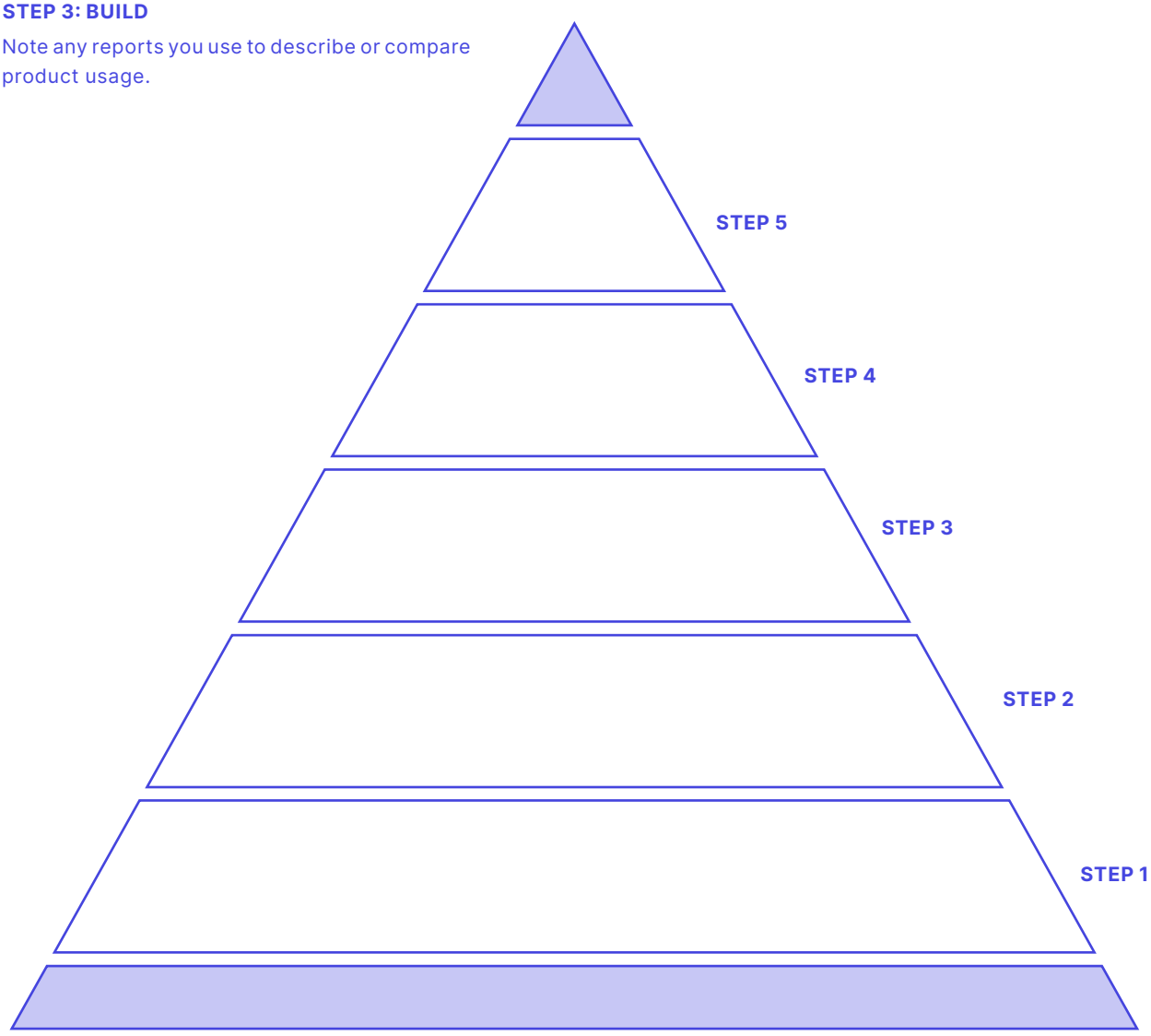
Note any reports you use to describe or compare product usage.

STEP 4: ACT

Outline some ways you've taken action on the data, metrics, and insights you've collected.

STEP 5: DATA ACTUALIZATION

Document characteristics that you believe demonstrate that your company is data-informed.



PART 2

Based on what you've documented, assess where you are in your progression up the pyramid. If you didn't make it very far up the pyramid, you can also use the space to document what you want your product analytics strategy to look like.

Once you know where you fall in the Hierarchy, fill out the two sections below:

CHALLENGES: Document what's holding you back in this step. What's missing? What do you need to implement or build?	**SOLUTIONS:** Document what you need in order to overcome these challenges. What projects can you establish? Who do you need to bring on board to help you?

Once you've solved for that step, feel free to repeat the Challenges and Solutions exercise for additional steps in the pyramid.

CHALLENGES:	SOLUTIONS:

CHALLENGES:	SOLUTIONS:

CHALLENGES:	SOLUTIONS:

MODULE 5 EXERCISE

Understanding your product's core features

Overview

Defining your product's aha moments or core features is not a simple process. It takes time, iteration, and measurement via product analytics to ensure you know which parts of your product are key to customers finding value and ultimately, outcomes like retention and revenue growth.

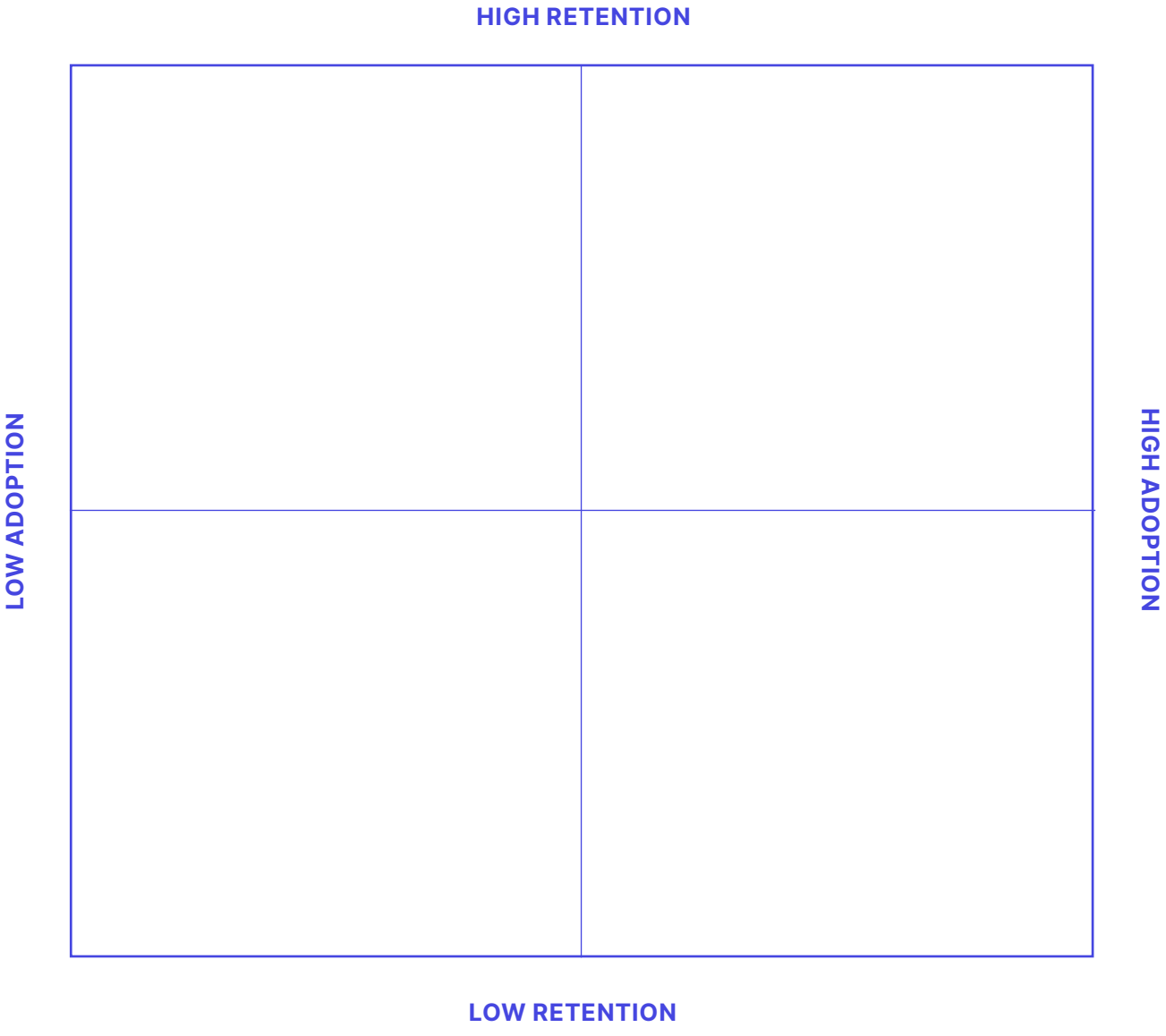
This is an exercise you can do once you have a list of what you believe are your product's core features or aha moments. It will help you better understand if these features are truly core to your customers' experience.

Adoption - Retention Matrix

The horizontal axis of the matrix represents Adoption, with Low Adoption on the left and High Adoption on the right. The vertical axis represents Retention, with Low Retention on the bottom and High Retention on the top. This creates four quadrants with various combinations of high and low adoption and retention. The idea is that **your aha moments should have both high adoption and high retention.**

PART 1

Map your list of features to the diagram, placing a feature in the appropriate quadrant. If you have access to product analytics data, use this to identify the adoption and retention levels for each feature.



PART 2

Take a look at your distribution of features as they relate to adoption and retention. Think about how you can use this information to determine next steps.

Example scenarios:

- **High Adoption, Low Retention:** You have likely chosen an aha moment that every user has to use when they log in to your product.

- **Low Adoption, Low Retention:** You might have chosen a feature that should be removed or deprecated from your platform. Or, you should focus on improving adoption of the feature to see if it impacts retention. This is also referred to as a "fix opportunity."

- **Low Adoption, High Retention:** This is also referred to as a "growth opportunity." It could be that only power users have discovered this feature. The best thing for you to focus on is increasing adoption so that you can see if there's any impact on retention.

- **High Adoption, High Retention:** This is a good indicator that the feature is core to your users' experience and truly is an aha moment.

MODULE 6 EXERCISE

Building a business case for your product decisions

Overview

A business case is a document that describes the “why” of any piece of work. For software products, it is a decision tool to help companies justify whether or not to move forward and invest in a product or feature idea.

This exercise will help you put together a business case for an idea you have for your product. It could be something like a proposal for a new feature, updates to existing functionality, or to improve the usability of your product area.

Business Case Planning Template

PART 1

Give an overview of your proposed idea.

PROBLEMS: Explain the problem or problems that your idea aims to solve.

BUSINESS OUTCOME: Document the business outcome or outcomes you're looking to impact.

PRODUCT OUTCOME: Note the product outcome that you're proposing.

RATIONALE: Detail how the product outcome relates to the business outcome. How will doing X in the product help drive Y for the business?

PART 2

Document any supporting data that you have.

QUANTITATIVE: Add any data from product analytics that helps support your proposal.

QUALITATIVE: Add data from customer interviews, surveys, or other feedback mechanisms that support your rationale or illustrate the problems you detailed in Part 1.

PART 3

Note any additional information you'd like to include.

AUDIENCE: Describe your target audience.

SCOPE OF WORK: Document the work that will go into achieving this product outcome.

SUCCESS CRITERIA: What does success look like?

DELIVERY MILESTONES: Document any key milestones and/or a general timeline for this work.

DEPENDENCIES OR RISKS: Note any dependencies or risks that may impact this work getting done.

MODULE 7 EXERCISE

Making the case for product analytics software

Overview

If you're in the process of trying to get a product analytics tool or know you'll want to make the case for it at your organization, this exercise will help you kickstart or optimize that work. It will force you to think about the outcomes you're looking to achieve with product analytics, help you document current pain points, and quantify the potential impact of this software investment.

Business Outcomes Worksheet

BUSINESS OUTCOME	PAIN POINT	QUANTIFIED IMPACT	INDUSTRY BENCHMARKS	BUSINESS IMPACT	REVENUE, COST, OR RISK
Example: Reduce strain on support teams	Example: Support teams are flooded with support tickets every month	Example: It typically takes support team X hours per month to resolve support tickets, which costs the company Y dollars per year	Example: Common industry target is 5-15% reduction in support tickets	Example: Product analytics will help eliminate 10-25% of Y dollars spent per year on support tickets	Example: Cost

Product Analytics Certification Course

Exam Study Guide

STUDY GUIDE

Product Analytics Certification Course Exam Study Guide

Introduction

We're excited that you're interested in becoming Product Analytics Certified! The Product Analytics Certification Course is designed to teach the foundations of product analytics strategy and help you bring data-driven practices to your own work, your team's operating model, and your company's culture.

By getting certified, you'll be able to show that you've mastered the fundamentals of product analytics and are well on your way to becoming a data-driven product leader.

This study guide provides an overview of the Product Analytics Certification Course exam and how to best prepare for it.

The guide includes:

- Details about the exam
- Topics covered
- Sample questions
- Tips to prepare for the exam
- Two educational handouts from the course:
  - Data Literacy Glossary
  - Product Analytics Hierachy of Needs Infographic

EXAM DETAILS

Format: 30 multiple choice questions

Time alloted: 90 minutes

Passing score: 75%

Number of attempts: Three

Cost: $149 (USD), includes the course as well as the exam

Delivery method: Online, not proctored

Language: English

Prerequisites: None, though we highly recommend that you take the Product Analytics Certification Course to prepare for the exam.

TOPICS COVERED IN THE EXAM

The questions on the test align to the material covered in the Product Analytics Certification Course, and are similar in nature to the end-of-module quiz questions. The topics and percentage of questions per topic on the exam are outlined below.

TOPIC	% OF TOTAL EXAM
Product analytics, explained	17%
Defining your product analytics strategy	20%
A framework for using product analytics effectively	13%
Product analytics in practice	20%
Using product analytics to make a business case	13%
Getting started with product analytics	17%

TIPS TO PREPARE FOR THE EXAM

- This is an “open-book” exam, so be sure to have any notes you captured while taking the course beside you before beginning.
- The test is timed without the ability to pause, so be sure you have a dedicated 90 minute period available before clicking “Start.”
- Make sure you have a quiet space so you can focus while taking the exam, with few distractions.
- Take your time to read exam questions carefully.
- We also ask that you please don’t cheat and don’t share exam content with others.

Good luck on the exam! You’re one step closer to becoming Product Analytics Certified.

Data literacy glossary

10 common product analytics terms to know.

Acquisition – In the world of software, acquisition refers to the process of gaining new users of your product. Teams can use product analytics to track acquisition via metrics like new user signups and logins.

Cohort – Another way to describe a subset of your user base. Cohorts typically have a time component to them, for example your August Cohort of new users would be all of the users who started using your product in the month of August. There are also behavioral cohorts, which are essentially the same thing as segments.

Engagement – Also referred to as Product Engagement, this tracks how users interact with an application at the most granular level. You can measure Engagement with a variety of metrics, for example using Adoption, Stickiness, and time spent in-app.

Event – An action a user takes within a software product. This includes clicks, slides, gestures (for mobile and other device types), play commands (for audio and video), downloads, page loads, and text field fills. Some generic examples of events are: Share Dashboard, Select Option, Change View, and Enter New User.

Funnel Analysis – A measurement of how customers move through a defined series of steps in your application. This helps provide clarity as to where users drop off when following these steps, and where they go from that drop-off point.

Growth – A measure of the net effect of your user acquisition and retention efforts. A product—and company—achieves growth by adding new customer accounts or by increasing usage within existing customer accounts (or ideally, both).

Path Analysis – A visualization of what users are doing before or after using a specific page or feature in your application, shown as the sequence of actions that users took before or after the target event.

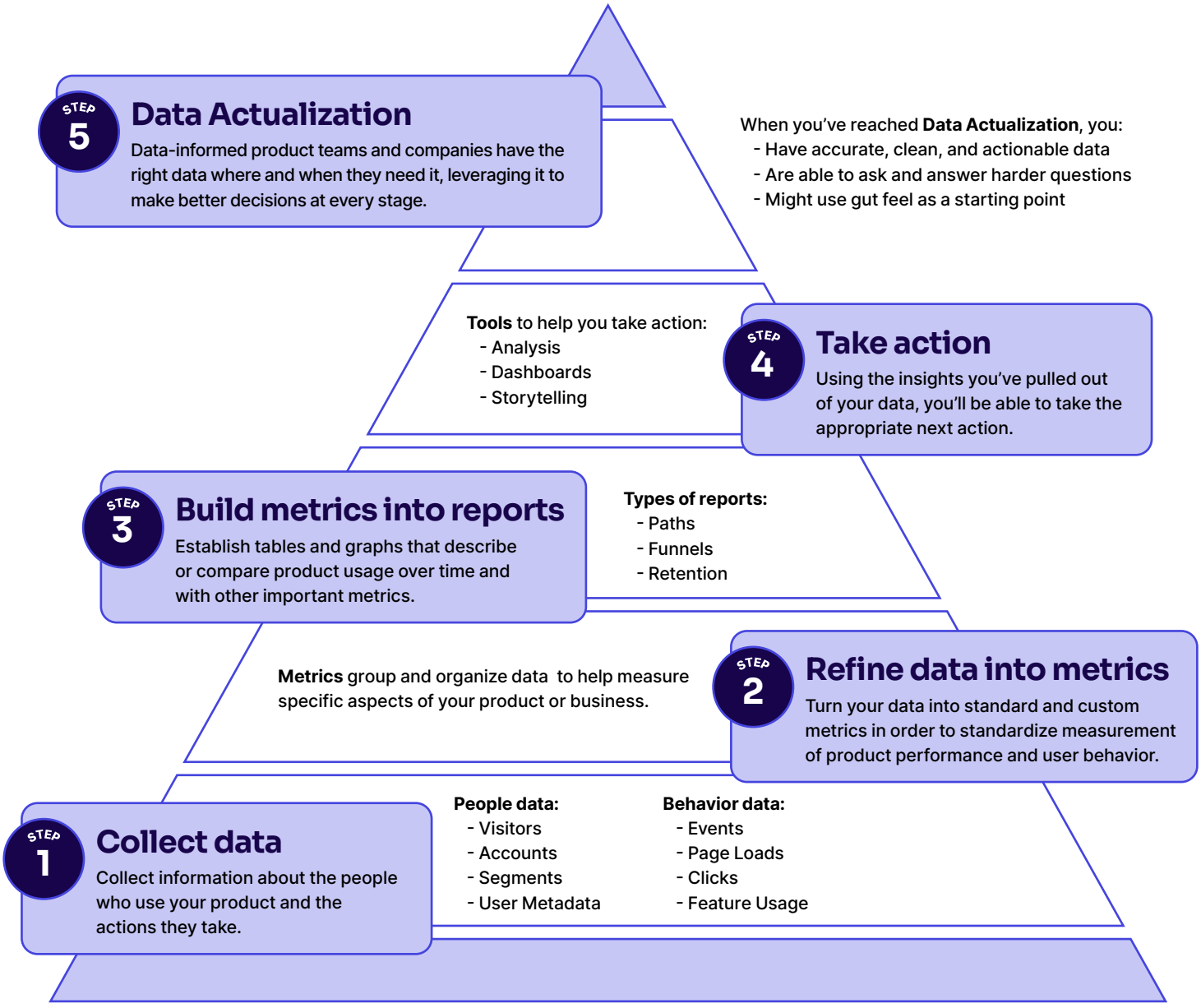
Product Adoption – Also referred to as Activation, this measures when users understand your product's value and perform certain actions, for example engaging with key features and moving through account setup workflows.

Retention – The percentage of users or customer accounts still using your product after they initially install or start using it. Another way to understand if users are continuously engaging with your product is with Stickiness, which measures how many users return to the product on a regular basis.

Segment – A subset of software users that share a common characteristic, or multiple common characteristics. For example, you can create segments based on users' company size, industry, location, role, or how they use your product.

Product Analytics Hierarchy of Needs

A simple step-by-step framework that will help you get the right data, properly analyze it, and use it to bring real change to your organization's decision making and product development processes.

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