**My Data Product Management Approach**

Tomás von Bischoffshausen G.

October, 2021

This document aims to show my approach to data-driven product creation projects in order to adjust expectations and facilitate eventual coordination in the development of joint projects. As noted, the paper shows an approximation, which means that this working model is completely flexible.

1. **Gather, challenge, and prioritize business requirements across multiple stakeholders Including the likes of Finance, Operations and Sales.**

Creating data-driven products requires a thorough understanding of the customer's business in order to identify metrics relevant to the achievement of the company's strategic objectives. A complete understanding of the business model, the company structure and the logical framework of the departments to achieve their goals is needed.

* Canvas Business Model Analysis in order to understand:
  + - Value Proposition
    - Cost Structure
    - Revenues Streams
    - Key Activities
    - Key Resources
    - Channels
    - Customer segments
    - Customer relationship
      * Delivery product: Company Canvas Business Model Analysis Document
  + Company Structure Analysis in order to understand:
    - Enterprise
    - Cost Centers
    - Operating units
    - Users
    - Accounts
      * Delivery product: Company Structure Analysis Document
  + Logical Framework for each company department:
    - General Goal.
    - Specific Goals.
    - Activities to achieve those goals.
    - Indicators that allow monitoring the fulfillment of specific objectives.
    - Responsables of each indicator
      * Delivery product: Company Logical Framework Model Analysis Document.

1. **Match BI tools with Business needs of the client:**

Once we understand the business metrics relevant for each client (department, manager, user, customer), we create a match with the most pertinent BI tool.

* + BI Dashboards
  + Supervised Models
    - Classifications
    - Regressions
  + Unsupervised Models
    - Recommender Systems
    - Customer Segmentation
    - Structure Discovery
  + Other tools
    - A/B testing
    - Others..
      * Delivery Product: BI Tools Document per client.

1. **Lead and coordinate the design and deployment of reporting and BI products using Data Lake Analytics Development.**

Once we have matched the business needs with BI tools, we need to find and explore the data available in order to prioritize and coordinate the development of the data products, considering technical and business aspects.

Documented meetings with team leads in order to coordinate in the following matters:

* + Data Sources
  + Data Stores
  + Data Owners
  + Data Processing
  + Data Modeling
  + Data Deployment
    - Delivery product :
      * Data Product Management Workflow Document.
      * Semi-Structured Gantt Document.
      * Meeting Minutes.

Prioritization Approach:

* 1. Business relevance
  2. Sponsor disponibility
  3. Data Disponibility

1. **Coordinate testing of developments across the Business Units**
   * Coordination with business units specifying:
     + Clear requirements
     + Reports expected
     + BI user
     + Technical skills user needs for the BI
       - Delivery product: BI Tool Document
2. **Prepare training documents and ensure proper knowledge transfer to local key users.**

* All the delivery products done before can be part of a Business Intelligence repository per client (department, manager, users).