

# PM Interview Numbers Cheat Sheet

By Wesley Csendom

## Geography

| Approximate Value | Data                                      |
|-------------------|---|
| 300 million       | Population USA                            |
| 20 million        | Population New York State                 |
| 9 million         | Population New York City                  |
| 40 million        | Population California                     |
| 4 million         | Population Los Angeles                    |
| 10 million        | Population Larger States (PA, NC, FL, OH) |
| 5 million         | Population Medium States (VA, MA, TN, WI) |
| 1 million         | Population Small States (RI, ME, NM, KA)  |
| 700 million       | Population European                       |
| 4 billion         | Population Asia                           |
| 7 billion         | Population World                          |

## Demographics

| Approximate Value | Data                                 |
|-------------------|--------------------------------------|
| 100 million       | # Households in US                   |
| 3                 | Average people per household US      |
| 50%               | Average # US household with children |
| 45%               | Average # US household with dog      |
| 35%               | Average # US household with cat      |
| 25%               | % of US population younger than 18   |
| 20%               | % of US population older than 65     |
| 55%               | % of US population 18 - 65           |
| 80 years          | Average life expectancy USA          |
| 65 - 70 years     | Average life expectancy World        |

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## Size Estimations

| Object            | Length     | Width           | Height     | Weight      |
|-------------------|------------|-----------------|------------|-------------|
| Football Field    | 360 feet   | 150 feet        | NA         | NA          |
| 747 Jumbo Jet     | 230 feet   | 20 feet (cabin) | 60 feet    | 700,000 lbs |
| Submarine         | 550 feet   | 40 feet         | 35 feet    | 17,000 tons |
| Car               | 15 feet    | 6 feet          | 5 feet     | 4,000 lbs   |
| Avg 1bd Apt sq/ft | 650 feet   | 650 feet        | 8 feet     | NA          |
| Tennis Ball       | 2.5 inches | 2.5 inches      | 2.5 inches | 2 ounces    |
| Ping Pong ball    | 1.5 inches | 1.5 inches      | 1.5 inches | 3 grams     |

1 ton = 2000 pounds  
16 ounces = 1 lb  
28 grams = 1 ounce  
1 yard = ~1 meter = 3 feet

## Calculations

|                     |   |
|---------------------|---|
| Volume of Rectangle | $L \cdot W \cdot H$                             |
| Volume of a Sphere  | $\frac{4}{3} \cdot (\pi) \cdot \text{Radius}^3$ |
| Volume of a Square  | $A^3$ (where A is length of a side)             |

## Money

| Company   | Revenue 2016    | Profit 2016     | Users                     |
|-----------|-----------------|-----------------|---------------------------|
| Google    | 90 billion USD  | ?               | (Gmail) 1 billion / month |
| Facebook  | 27 billion USD  | 10 billion USD  | 2 billion / month         |
| Instagram | 3 billion USD   | ?               | 700 million / month       |
| Snapchat  | 400 million USD | ?               | 150 million / daily       |
| Twitter   | 2.5 billion USD | 1.5 billion USD | 300 million / month       |

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## Misc.

Average speed of car in NYC : 12 mph

# of hours in a year: 9000

# of minutes in a year: 500,000