GO PRACTICE

Simulator for Learning Data-Driven Product Management

Study plan

27 CHAPTERS

1

Interview: Key Metrics and Data Concepts in Product Management

You will learn about the basic metrics, the difference between correlation and causation, percentages and percentage points, arithmetic mean, and median.

2

How Google Chrome Took Over the Browser Market

A brief overview of the history of the browser wars. A good analogy to what your new company wants to achieve.

3

Soft Launch: Introduction to Metrics and Amplitude

The first task from a Chief Product Officer. You will deal with the analytics system Amplitude, calculate the basic metrics of the app, and make the first conclusions about the product and its potential.

4

Analysis of the Market and the Competitors

While everyone prepares for the launch, you have time to study the market using publicly available data. You will evaluate the audience and download figures of competitor apps and make your conclusions about the target market for the company.

5

Product Launch

Big day for the company — the public launch of the product!

6

Evaluating Launch Results and an Old Friend

Time to evaluate the results of the launch and the impact on key metrics. Is it good or bad?

7

Retention

You will understand the nuances of retention metrics and how it is calculated in Amplitude. You will get the idea of how retention, new users, and active audience are connected. You will create a model for predicting the audience to assess how changes to key metrics impact growth.

8

Product Metrics and Growth Metrics

You will find out more about different kinds of metrics, and what they're used for. You will also get information on retention rates for different product categories.

9

Cohort Analysis — The Basis of Product Analytics

You will use cohort analysis and the funnel tool in Amplitude to understand how the changes made in the latest version of the product have affected the key metrics.

10

Statistical Significance

To compare the metrics of the two versions of the product, it is not enough to calculate them. You must verify whether the change is statistically significant or not. You will learn to apply mathematical formulas to draw relevant conclusions while comparing metrics.

11

Evaluation of New Feature Potential

Your manager tells you about a new feature, which will be developed soon. You decide to take the initiative and evaluate its potential effect and usage, and to do so, you create a product model to evaluate conversions of the key steps in the funnel.

12

Value Hypothesis and Product Model

You will learn what a value hypothesis is. Then you will formulate it and build a product model to better understand the product and how it actually works.

13

CEO Notices Something Weird

Sunday morning begins with an unexpected email from the CEO of the company. What's the matter?

14

Experiments

You will learn the difference between hypotheses and facts and check your product spidey sense, predicting the results of real experiments. You will learn to design experiments and interpret their results. You will formulate an important hypothesis, check it, and get unexpected results.

15

"Why So?" or Qualitative User Research Methods

The unexpected results of the experiment have put the confused team in a bind. But you will find a solution by applying qualitative user research methods (interviews, surveys, etc.).

16

The Story Behind the WeChat Messenger

Time for one more educational story, uncovering WeChat's path to dominating the Chinese messaging app market. This chapter will help you look at the product and things happening to it from a different angle.

17 **Discovering Product Value: Where Do Users Find Value? How Is the Product Used?**

You will learn how to apply a number of frameworks to find the hidden value of a product. You will observe something unexpected—or maybe not. It's all up to you, remember?

18 **Building Your Product on the Basis of the Value Found**

You will use the insights from the previous chapter to change the product. And who knows where this will lead you?

19 **Checking the Riskiest Hypothesis**

You will have to step into the leader's shoes and make tough choices. At the same time, you will understand why it's so important to manage product risks as early as possible.

20 **Growth Hypothesis**

You will explore the second key hypothesis while creating a product. You will guess the key distribution channels for well-known services and prioritize the growth hypothesis for the product.

21 **ROI or Return on Investment**

It's time to deal with marketing analytics. It's simple. It is enough to study the details of the ROI metric and learn how to apply cohort analysis to this task.

22 **Target Market**

The product is improving, but to make this process meaningful, you need to understand the target market, i.e., who are your users, who are the competitors, and what are the market's dynamics.

23

Buying Ad Traffic

The team begins testing paid traffic acquisition. You will understand how advertising networks work. You will also analyze a number of test ad campaigns, as well as assess the potential for product monetization, deciding whether to invest in a channel or not.

24

ASO (App Store Search Optimization)

You will have to create a semantic core for the product, and estimate the amount of potential traffic and competition.

25

Leap of Faith

Despite the progress in many areas, you are far from the goal. The situation is complicated by the fact that the company is running low on cash. To get the next round of investment, you need to change something. You have to use all your accumulated knowledge about the product to make a tough decision.

26

Spike

The decision you made leads to unexpected results. You have to conduct an investigation using all the skills you have mastered. Who knows where it may take you?

27

Recap

Resolution of the story. Repetition and consolidation of all the skills and knowledge gained in the training process.