

Product Management and Metrics

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A Little About Me



- 10+ years of experience in Technology and Digital Payments
- Passionate about Product Management
- Curious about Digital Payments
- Operate with Engineering Mindset
- Obsessed with Non Fiction Books
- Exploring new Apps and Gadgets



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Key Takeaways

What shall I expect out of this session?

- PRODUCT MANAGEMENT - What and Why?
- PRODUCT METRICS - What, Why and How?
- COMMON FRAMEWORKS - AARRR & HEART
- METRICS EXAMPLES - Amazon & PayPal



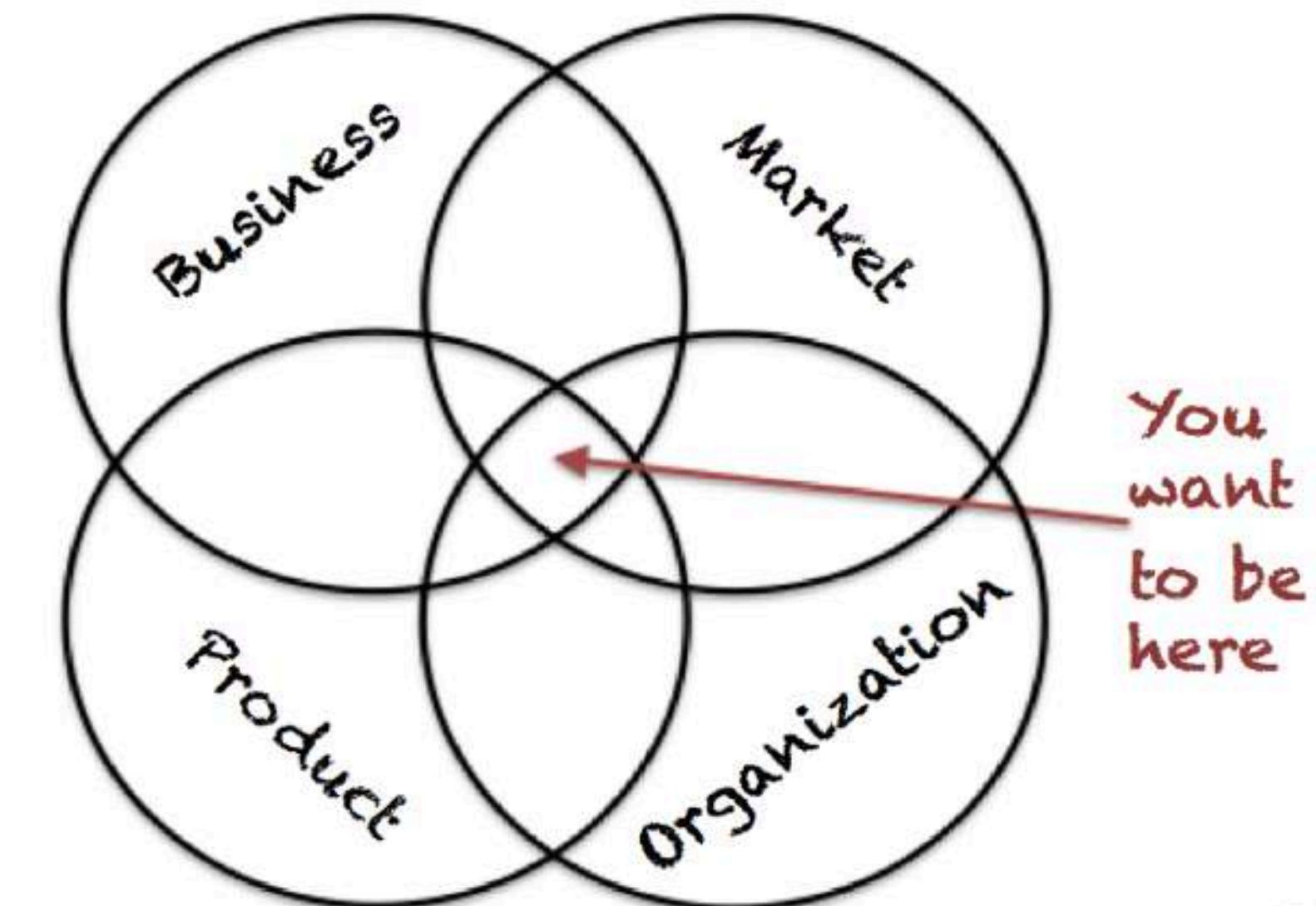
Product Management

Can you explain the role to a 5 year old?



How many of you aspire to be a product manager or are already a product manager?

- Why we need Product Managers?
- What does a Product Manager do?
- What makes the role so exciting?
- What's not so much fun about the role?



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2018 Saeed Khan

Product Builder

How can I build my Product Management muscles?



Networking



Dealing with
Ambiguity



Prioritizing



Problem
Solving



Decision
Making



Influencing



Managing
Stakeholders



Communication



Writing



Recalibrating

Product Metrics

What makes a good metric?

“If you can’t measure it, you can’t improve it” - Peter Ducker

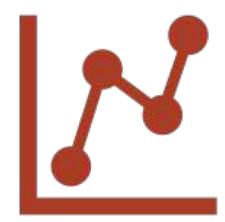
- COMPARATIVE
- UNDERSTANDABLE
- RATIO OR A RATE
- INFLUENCES BEHAVIOUR



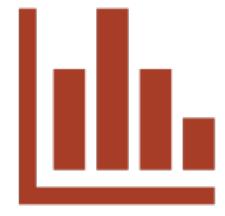
Image Source - https://unsplash.com/photos/otBvf_HJ34c

Pick a Metric

How to choose right Product Metrics?



QUALITATIVE vs QUANTITATIVE



VANITY vs ACTIONABLE



EXPLORATORY vs REPORTING



LEADING vs LAGGING



CORRELATED vs CAUSAL



Metrics Framework

What are some of the commonly used frameworks for Product Metrics?

AARRR FRAMEWORK

- **ACQUISITION**
- **ACTIVATION**
- **RETENTION**
- **REVENUE**
- **REFERRAL**

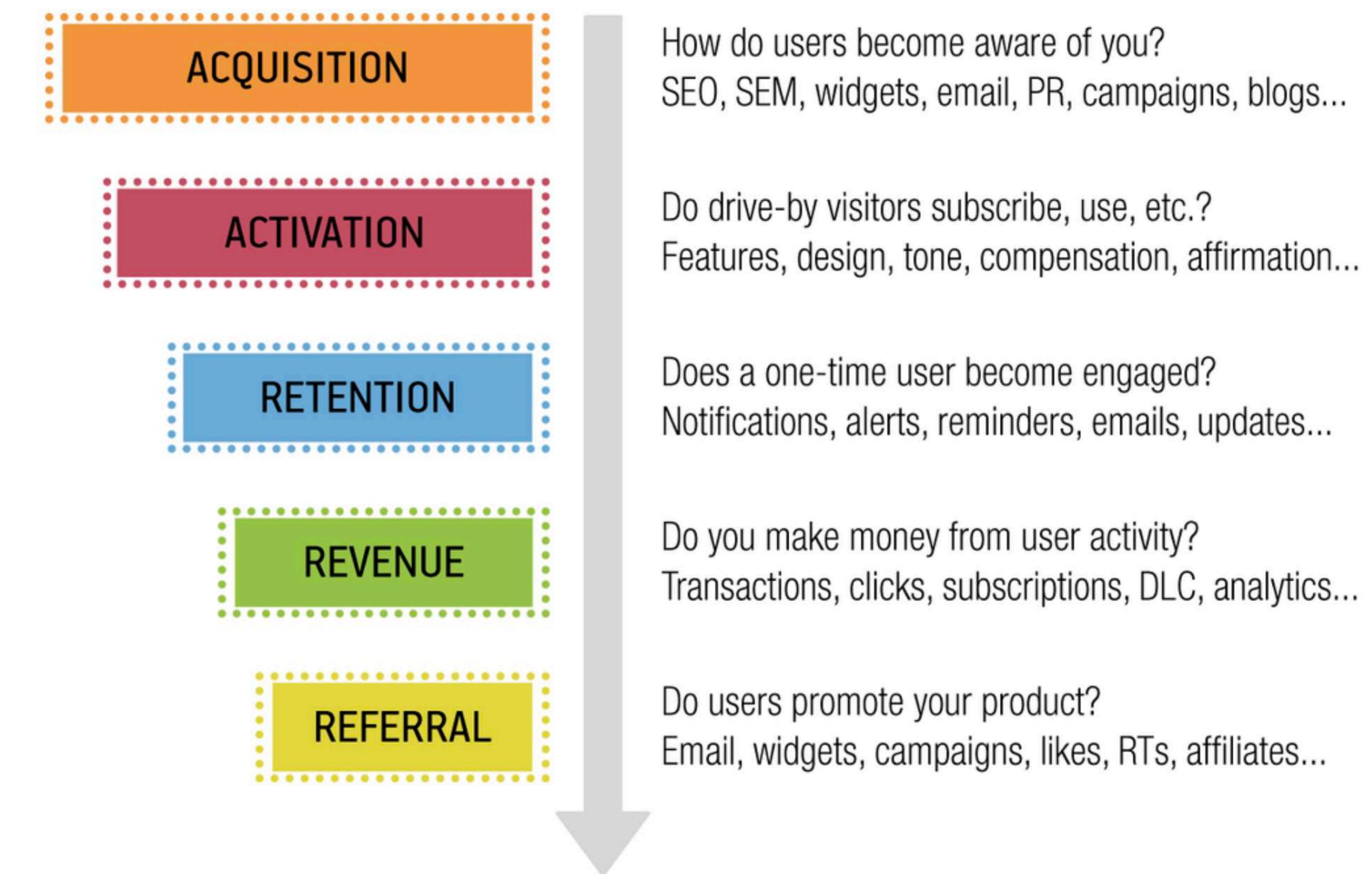


Figure 5-1. Even pirates need metrics, says Dave McClure

Metrics Framework cont...

What are some of the commonly used frameworks for Product Metrics?

HEART FRAMEWORK

- **HAPPINESS**
- **ENGAGEMENT**
- **ADOPTION**
- **RETENTION**
- **TASK SUCCESS**

Google HEART Framework Example

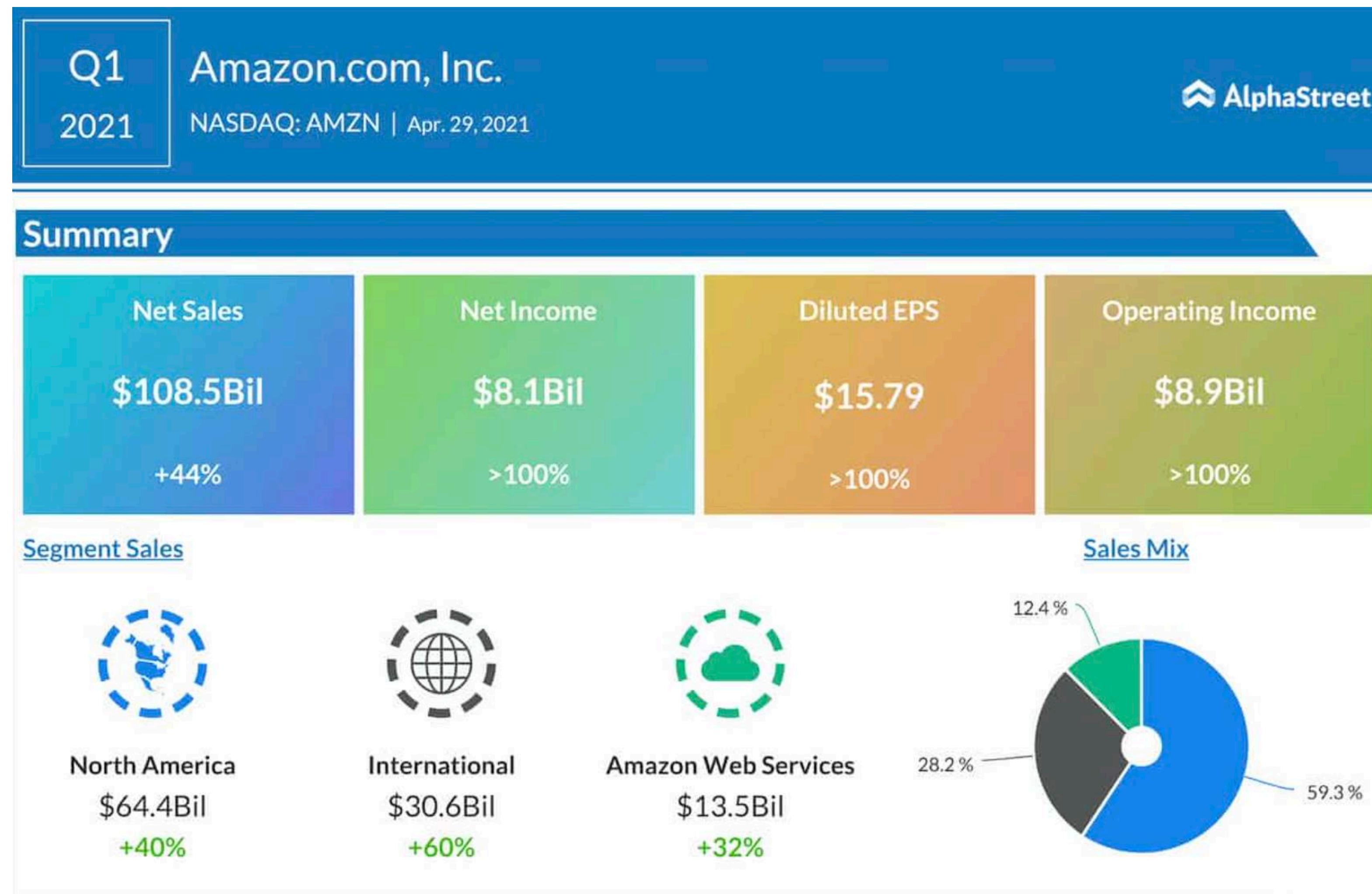
CleverTap

	GOALS	SIGNALS	METRICS
Happiness	Users find the app helpful, fun, and easy to use	<ul style="list-style-type: none">• Responding to surveys• Leaving 5-star ratings• Leaving user feedback	<ul style="list-style-type: none">• Net Promoter Score• Customer satisfaction rating• Number of 5-star reviews
Engagement	Users enjoy app content and keep engaging with it	<ul style="list-style-type: none">• Spending more time in the app	<ul style="list-style-type: none">• Average session length• Average session frequency• Number of conversions (consuming content, uploading files, purchases, etc.)
Adoption	New users see the value in the product or new feature	<ul style="list-style-type: none">• Downloading, launching app• Signing up for an account• Using a new feature	<ul style="list-style-type: none">• Download rate• Registration rate• Feature adoption rate
Retention	Users keep coming back to the app to complete a key action	<ul style="list-style-type: none">• Staying active in the app• Renewing a subscription• Making repeat purchases	<ul style="list-style-type: none">• Churn rate• Subscription renewal rate
Task Success	Users complete their goal quickly and easily	<ul style="list-style-type: none">• Finding and viewing content quickly• Completing tasks efficiently	<ul style="list-style-type: none">• Search exit rate• Crash rate



Metrics @ Amazon

Metrics presented in the financial statements



Metrics @ PayPal

Metrics presented in the financial statements

First Quarter 2021 Summary

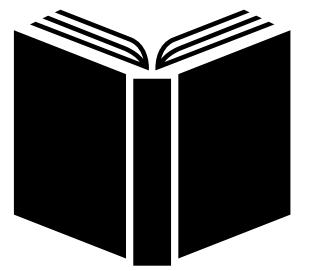
Strong performance across key performance metrics

Active Accounts	Customer Engagement	Total Payment Volume
392M Includes 31M active merchant accounts  21% increase y/y	42.2 Payment transactions per active account (TPA)  7% increase y/y  33% increase y/y in daily active accounts using PayPal core experiences	\$285B >\$1T on a trailing 12-month basis  50% spot and 46% FX-neutral y/y growth
Revenue	Non-GAAP EPS ⁽¹⁾	Free Cash Flow ⁽¹⁾
\$6.03B  31% spot and 29% FX-neutral y/y growth	\$1.22  84% increase y/y	\$1.5B  27% increase y/y 25% as % of revenue

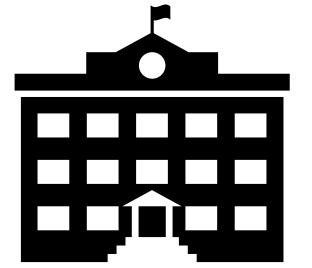
(1) Non-GAAP earnings per share and free cash flow are non-GAAP financial measures. Please see the Supplemental Information for a reconciliation of these non-GAAP financial measures to the most directly comparable GAAP financial measures.

What's Next?

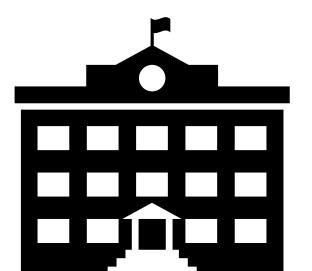
Continue learning about Product Metrics



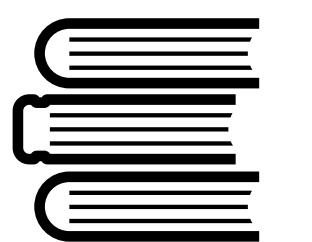
[Lean Analytics: Use Data to Build a Better Startup Faster](#)



[Metrics for Product Managers](#)



[Product Analytics Certificate \(PAC\)](#)



[The Guide to Product Metrics](#)

KEEP EXPLORING!

