

# Metrics foundations

Course introduction

# What we'll cover: The chapters

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1. Introduction
2. Writing good metrics
3. Foundational theories
4. Finding success metrics and setting focus with frameworks
5. Connecting business metrics & product metrics

Using examples from different product types across B2B and B2C.

# What we'll NOT cover

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- Data Science, Data Analysis
- Go-To-Market or marketing metrics
- OKRs, NCTs
- Reporting on metrics
- Experimentation
- Deep dive into big concepts
  - North Star Metric
  - Impact Mapping
  - Product-led Growth
  - ...

# Content and platforms

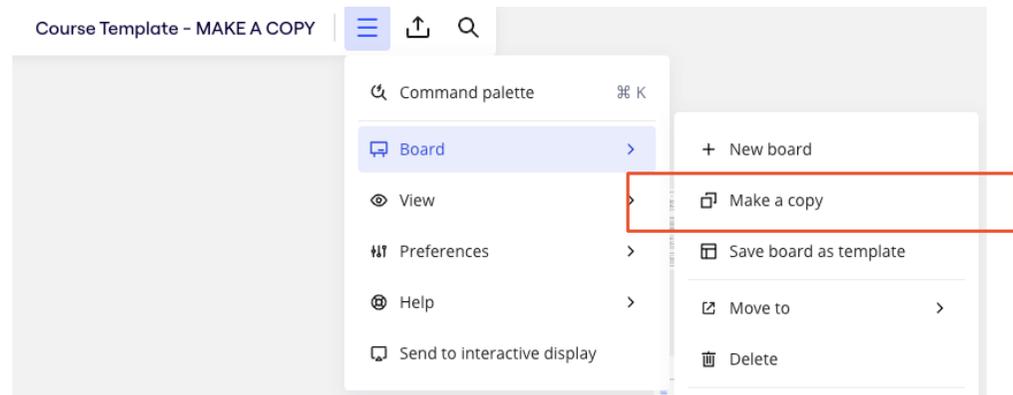
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- Theory in your learning management tool. Log in and watch the videos.
- Exercises in Miro. Links are in the corresponding chapter.

# Exercises

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- All exercises are in Miro:
  - You'll find the link to the exercise in the corresponding chapter of the course.
  - Make a copy of each board.
  - Use your copies to do the exercises.
  - I refer to a group of exercises “Exercise module”.



# Exercises

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- Most exercises are based on well known products in different industries, some are imaginary cases, and some are less known products that do exist.
- Each exercise takes you through different cases across different product types. Although I can't cover all product types with one exercise, I want you to think from different angles. Because the same framework can work in a different way for a different industry or product type.
- Some exercises cover only one case or only cases from one product type. That is because the thinking behind the framework you are practicing is straightforward and basically the same across product types. If you need more practice in that case, just pick any product that you see and apply the framework just like in the exercise instruction.

# Exercises

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- In each exercise module the difficulty of the cases increases from left to right. Feel free to work through all cases or only on those that are challenging enough for you.
- With every exercise module, the frameworks and practices become more difficult to apply. We'll improve your metrics muscles chapter by chapter so that you should become able to handle the most difficult chapter 5.
- Expectation: Chapter 5 will still be difficult. It still is for me and for any teams out there. That's normal.
- All exercises invite you to apply the topic to the product you are working on. If you are not employed at the moment, you can skip that or apply it to a product that you know enough about. Or if you are working on a side project, feel free to apply it to that.

# Examples in slides & Miro

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- The course is filled with examples.
- Both during theory videos on the slides and in Miro.
- Whenever I can I have added more resources that
  - give you even more knowledge about the topic.
  - contain more examples.
- Where?  
In Miro or your learning platform where you can find the videos.

This is a foundations course for **product managers.**

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**If this is your first job and/or you have never had touch points with product management, this course will be difficult for you.**