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# Data-Driven Product Management Literacy Playbook

Reading usage data and experiment results well enough to tell a real signal from a tempting story

- Practitioner
- Intermediate
- Template Included


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- 4 minute(s)

## Overview

A framework for building data literacy specifically within product management — experiment design and interpretation, usage data critical reading, and metric selection judgment — addressing the specific risk of product managers over-interpreting noisy usage data or poorly-designed experiments as confirming a preferred narrative.

## Product managers already run A/B tests regularly — isn't that

already strong data literacy? Running tests isn't the same as interpreting them rigorously — many product managers stop tests early when results look favorable, or interpret ambiguous results as confirming their preferred hypothesis, both of which undermine the actual statistical validity of the testing practice.

## What's the most common data literacy gap specifically among

product managers? Stopping experiments as soon as results look favorable rather than waiting for pre-determined statistical significance — a practice that systematically inflates the apparent success rate of product changes beyond their genuine impact.

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