

Data-driven Product Management - Opportunities and Challenges

Product Management governs a product along the product life cycle with the objective to generate the biggest possible value to the business. The different stakeholders in this process can easily submit their feedback in social media, forums, or user groups. Moreover, software vendors are collecting massive amounts of implicit feedback in the form of usage data, error logs, and sensor data. From analyzing the data, a better understanding of the changing needs can be extracted. Product Management decisions will be supported and can be justified driven by evidence. The talk outlines the opportunities and challenges in this process.