

The Rise of Data Product Managers

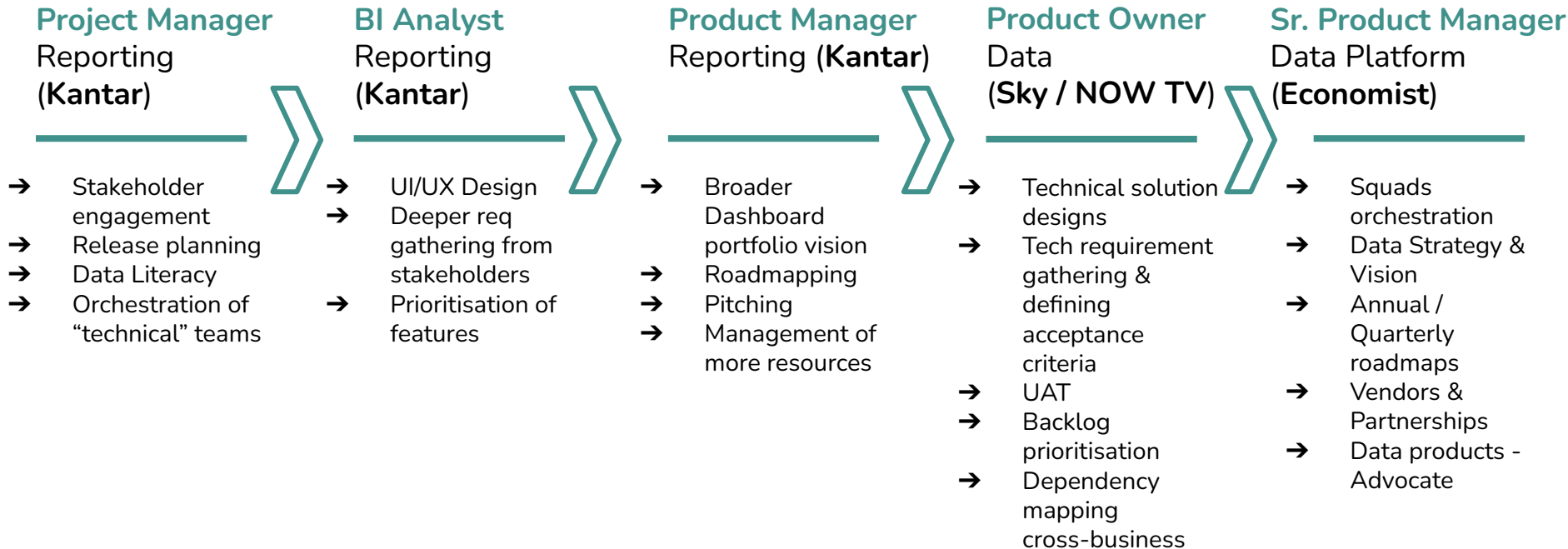
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[The Data Conference](#)





My Journey

And the **incremental** product - responsibilities I acquired throughout





What is a data product?

Definition and **Examples** of data products

A strategic asset comprised of multidisciplinary data purposed to enable better business decisions, either by reducing uncertainty or accelerating its process

Characteristics:

- ❖ Solves a problem!
- ❖ Integrates (or enables the integration of) multiple data sources and data sets
- ❖ Continuously improved & enhanced
- ❖ Usually multi-purposed (dynamic)
- ❖ Is discoverable / accessible easily
- ❖ Trustworthy (data quality and governance)

Examples:



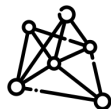
Single Customer View



User Engagement
Data Mart



Data Platforms &
Warehouses



Churn prediction AI
models



ML Infrastructure



Acquisition Dashboard



Why are Data PMs needed?

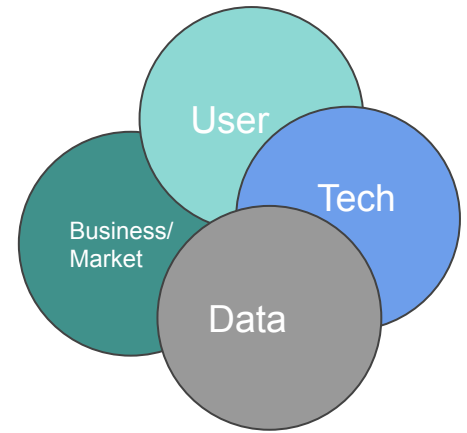
Using data to enable and inspire successful **business decisions**.

- ❖ To embed the longer **vision & value** to teams
- ❖ To help **prioritise** what to do first
- ❖ To increase **trust in data**
- ❖ To **represent data** teams in product feature meetings
- ❖ To **demonstrate the value / ROI** of technical data teams
- ❖ To make sure data is **onboarded early** in difficult projects
- ❖ To reduce **reporting overhead** (through efficient and multipurpose data products)
- ❖ To **bridge business and engineering** language
- ❖ To **increase the usage** of data products
- ❖ To embrace **CI/CD** across all DP components



What we do

The purpose and **knowledge** required for the role



Value

- Identify opportunities and threats
- Alignment on org objectives
- Map stakeholder needs



People

- Communicate vision
- “Bridge” tech & commercial teams
- Advocate data literacy
- Democratise data



Modus Operandi

- Prioritise ideas
- Embrace agile WoWs and processes
- Test & Learn
- Prototyping



Tech & Design

- Tools = products!
- Automation and efficiency gains
- Faster deployment = faster value



Data Governance

- Enhance trust in data
- Own the quality of data services
- Measure & lineage
- Roles & resp.



AI & ML

- Do we need it? Where and when?
- Communicate expected value and benefits
- Empower data science



Roadmap

- Deliver value
- Incremental change
- Champion data literacy

How we do it

The data product **development** process

Engage with Stakeholders & identify their **needs**

Start your **discovery** journey; look for ways to solve the problem

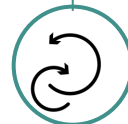
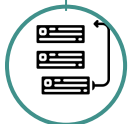
Re-assess **impacts**; for product, features and regressional impacts

Start **building** your product; mobilise your squad, setup artefacts, ceremonies and feedback loops

Launch your functional **MVP**; does it solve the painpoints?

Launch a full(er) version based on new feedback

Continuously **improve** based on metrics, feedback and new needs



Form your hypotheses and **ideas**

Get your **prototype** to stakeholders and start **technical analysis**

Prioritise; this product vs others in **roadmap** but also its very own features in the **backlog**

Setup your **testing approach**; functional, UAT? What is most important to achieve?

Re- assess and **re-iterate**. Are you still building the right solution for the right problem?

Measure; against defined product objectives but also organisational



What skills and behaviours are needed?

What does a good PM look like

SKILLS

| | | | | | | |
|---------------|-------------------|-----------------|------------------|-------------------------------------|-----------------------|--------------|
| Communication | Analytical | Design-thinking | Influencer | Business knowledge | Data / tech knowledge | Project plan |
| Empathetic | Critical Thinking | User-obsessed | Delivery-focused | Collaborative / Facilitator-enabler | Ambitious | Data-curious |

BEHAVIOURS

THANK YOU!

Q&A

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