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Sommario/riassunto	This book is an essential guide for product managers seeking to harness the power of data to drive their product decisions. It is a detailed resource for developing and maintaining data literacy, a core skill for product managers. Through a structured approach supported by practical insights and illustrative examples, readers will learn to prioritize decisions based on quantitative data rather than intuition, understand core data concepts, and analyze and leverage data effectively. Product managers will discover how data can transform decision-making processes, enabling evidence-based selection, prioritization, and resource allocation for product features. By using customer feedback, user behavior data, market research, and performance metrics, product managers can foster a culture that leverages data to create successful products. This introductory primer and reference guide is indispensable for product managers aiming to integrate data-driven methodologies into their practice, ensuring their decisions are informed, strategic, and impactful.