

Claude Code for Product Managers

ADVANCED

Claude Code for Product Managers

4 Projects for Expert PMs

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What is covered

01 A/B Test Analyst Agent

Experimentation

02 Multi-Agent PRD Review

Strategy

03 Churn Briefing Agent

Retention

04 Strategy Simulator

Decision-Making

A/B Test Analyst Agent

WHAT

Reads experiment results, checks statistical significance, flags novelty effects, writes decision memo.

HOW

Claude Code builds stat testing logic; Claude API generates the narrative recommendation as PDF.

OUTCOME

3-hour experiment analysis now takes 3 minutes.

stats + agentic-writing

A/B Test Analyst Agent

▣ Claude Code Prompt

You are a senior experimentation analyst.

Analyse the A/B test results below:

Metrics: [control_n, treatment_n, control_rate, treatment_rate, runtime_days, primary_metric]

Perform:

1. Two-proportion z-test (p-value, 95% CI)
2. Check for novelty effect
3. Evaluate secondary metric trade-offs
4. Ship / No Ship / Extend recommendation
5. Draft 3-paragraph decision memo for VP audience

Test data: [PASTE RESULTS TABLE HERE]

Multi-Agent PRD Review

WHAT

Three Claude agents — Engineer, Designer, Analyst — each critique your PRD, then synthesise one review.

HOW

Claude Code orchestrates the chain. Each persona gets the PRD + role prompt. Outputs merged.

OUTCOME

Pre-spec review that catches 80% of issues before eng kickoff.

multi-agent

Multi-Agent PRD Review

▣ Claude Code Prompt

Review this PRD three times, each from a persona:

[PASS 1 – ENGINEERING LEAD]

Flag: feasibility gaps, missing API specs, infra assumptions, effort underestimates.

[PASS 2 – PRODUCT DESIGNER]

Flag: UX flow gaps, missing error states, accessibility concerns, unclear journeys.

[PASS 3 – DATA ANALYST]

Flag: missing instrumentation, undefined metrics, measurement gaps, untestable hypotheses.

[SYNTHESIS] Priority-ranked: Must Fix Before Kickoff

PRD: [PASTE PRD HERE]

Churn Briefing Agent

WHAT

Reads your product DB, flags accounts showing churn signals, drafts personalised CSM outreach.

HOW

Connects to data warehouse, runs rule-based filters, passes each account to Claude for message gen.

OUTCOME

CS team gets daily at-risk briefings with ready-to-send messages.

data-pipeline

Churn Briefing Agent

▣ Claude Code Prompt

You are a customer success strategist.

Given the account data, assess churn risk:

Data: [account_name, mrr, days_since_login,
feature_adoption_pct, open_tickets, renewal_date]

1. Score churn risk: High / Medium / Low + rationale
2. Identify the single most critical signal
3. Write a personalised 3-sentence CSM email:
 - Reference a specific signal (not generic)
 - Offer one concrete next step
 - Warm but professional tone

Account: [PASTE ACCOUNT ROW]

Strategy Simulator

WHAT

Input a strategic bet. Claude runs 3 simulations: Best, Base, Worst Case with risk flags.

HOW

Claude Code builds a structured simulation framework with probabilities and assumption trees.

OUTCOME

Board-ready strategic analysis generated in under 10 minutes.

scenario-modelling

Strategy Simulator

▣ Claude Code Prompt

You are a strategy consultant.

Simulate 3 scenarios for the decision below:

For each (Best / Base / Worst Case) provide:

- Key assumptions (3-4 bullets)
- Probability of this scenario (%)
- 12-month revenue/growth impact range
- 2-3 early warning signals
- Recommended pre-emptive actions

Close with: top 3 risks that make Base → Worst overnight.

Decision: [DESCRIBE THE BET]

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Got something to add?

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