Product Management Benchmark

Sample Report
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Introduction

The Gartner Product Management Benchmark enables organizations to evaluate how their performance metrics compare with those of their peers. The comparison metrics will help you pinpoint areas to adjust spend or staffing, understand ratios and revenue on a per-resource basis, and prioritize opportunities to improve business and customer outcomes.

This tool will help you to understand how you benchmark against Product Management leaders. The categories of metrics captured for comparison include:

Revenue and profits
Spending and expenses
Staffing ratios
Release statistics
Customer success
Bullet Chart Interpretation

Bullet charts are a type of bar chart that enable you to easily visually compare your value (the bar) with the median value and range of responses from your peers.

Chart Legend

Benchmark: 10th 25th Median 75th 90th Percentile vs. Sample Company

Group you are benchmarked against

Overall

Median value for benchmark group

Bar end shows your result

10th, 25th, 75th, 90th percentile values for benchmark group*

*Available percentiles may vary on each chart
Revenue Change

Year-over-year change in revenue is a company's change in revenue from one year to the next

N = 60  Source: Gartner Benchmarks  Illustrative Data
Calculated by comparing the reported total revenue for the last fiscal year with revenue anticipated this fiscal year. Year over year revenue growth is used to compare growth (or loss) over time.

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Planned Charts with Benchmarks

- Revenue Change
- Revenue Attainment
- % PM Team Employees
- Revenue per PM
- Engineering Employees per PM
- Engineering Teams per PM
- Products per PM
- PM Turnover
- PM Budget % of Revenue
- PM Personnel Budget
- PM Training Budget
- PM Tools Budget
- PM Consulting Budget
- Product Budget % of Revenue
- New Product Development Budget
- Existing Product Development Budget
- Infrastructure and Tech Debt Budget
- R&D Budget
- Releases Per Product
- On-Time Releases
- New Product TTM
- Number of Products Retired
- NPS Score
- CSAT Attainment
- CES Score
- Opportunity Win Rate
- Customer Retention
Recommended Resources

Critical Steps for Product Managers: Measuring Business Unit Performance
Critical Steps for Product Managers: Achieving Financial Objectives
Product Managers Need to Target Adoption and Usage to Retain Customers
Balancing Innovation and Evolution Is Critical for Product Managers to Drive Postlaunch Success
Use Customer Satisfaction Measurements, Including NPS, to Drive Product Management Action