



## Data-Driven Product Management Training Course

## Data-Driven Product Management Training Course

### Overview

Data-Driven Product Management Training Course is a one-week intermediate course for product managers, product owners, analysts, growth teams, and product operations professionals who leave with a Product Evidence and Decision Pack. Participants use product analytics, product metrics, funnel analysis, cohort analysis, experimentation, and evidence-based prioritization to connect customer behavior with roadmap choices and product value. The course resolves fragmented reporting by creating a repeatable decision cycle. Agile Leaders Training Center develops data-driven product management capability.

### Who Should Attend

- Product management functions responsible for vision, outcomes, priorities, and roadmap decisions
- Product ownership functions responsible for backlog choices, acceptance evidence, and delivery sequencing
- Analytics functions responsible for behavioral data, product metrics, insight, and decision support
- Growth functions responsible for acquisition, activation, engagement, retention, and experimentation
- Product operations functions responsible for decision routines, tools, governance, and cross-functional alignment
- Customer insight functions responsible for research evidence, segmentation, needs, and experience signals

The course assumes participants can interpret routine product reports and contribute to product decisions, and leaves out advanced statistical modeling, software engineering, and platform-specific administration.

### Departments and Industries

The course supports departments and industries that manage digital or service products through customer, market, behavioral, and operational evidence.

- Product, analytics, growth, customer experience, research, and product operations
- Technology, telecommunications, financial services, and digital commerce
- Healthcare, education, hospitality, transport, and professional services
- Manufacturing, utilities, logistics, and subscription-based services
- Public-service, nonprofit, and infrastructure organizations



## Learning Objectives

By the end of this course, participants will be able to:

- Build a product measurement model linking outcomes, behaviors, and product metrics
- Analyze funnels, cohorts, retention patterns, and customer segments
- Diagnose evidence quality and gaps in product instrumentation
- Prioritize opportunities using impact, confidence, effort, and strategic fit
- Evaluate experiments, forecasts, and roadmap trade-offs
- Build a Product Evidence and Decision Pack

## Course Agenda

### Day 1: Frame Product Decisions and Measures

- Product Decision Framing Canvas
- Outcome and Behavior Logic Map
- North Star Metric and Input Metric Tree
- Customer, Market, and Operational Evidence Map
- Product Measurement Governance Checklist

### Day 2: Build Trustworthy Product Analytics

- Critical Event and Property Taxonomy
- Product Tracking Plan and Ownership Matrix
- Instrumentation Quality and Coverage Audit
- Segment Definition and Comparison Method
- Product Health Dashboard Specification

### Day 3: Diagnose Journeys and Retention

- Open and Closed Funnel Analysis
- Conversion Drop-Off Diagnostic
- Behavioral Cohort Analysis
- Activation and Retention Curve Review
- Path Analysis and Friction Hypothesis Log

### Day 4: Prioritize, Experiment, and Forecast

- Opportunity Solution Tree Evidence Review
- Impact, Confidence, and Effort Prioritization Matrix
- Experiment Hypothesis and Guardrail Metric Card
- Scenario-Based Product Outcome Forecast
- Roadmap Trade-Off and Decision Record



## Day 5: Practice Product Decision Integration

- Exercise: Repair a Product Metric Tree
- Exercise: Diagnose a Funnel and Cohort Case
- Exercise: Rank Opportunities Under Constraints
- Exercise: Review an Experiment and Forecast
- Capstone: Product Evidence and Decision Pack

## Practical Exercises

The course uses suggested activities based on digital services, subscriptions, customer portals, and operational products.

- Suggested activity: convert a product objective into an outcome map, metric tree, critical events, and tracking plan.
- Suggested activity: compare funnel and cohort evidence to locate friction and form testable product hypotheses.
- Suggested activity: size and prioritize opportunities while documenting uncertainty, constraints, and strategic fit.
- Suggested activity: assess experiment results, update a forecast, and recommend a roadmap decision.

## FAQs

### Who suits data-driven product management training, and what does it assume?

Product management, ownership, analytics, growth, research, and product operations functions suit the training; it assumes routine experience with product reports and cross-functional decisions.

### How does data-driven product management differ from general data analytics training?

Data-driven product management applies evidence specifically to product outcomes, customer behavior, opportunity choices, experiments, forecasts, and roadmap trade-offs. General data analytics training typically concentrates on broader analysis methods and tools.

### Which product metrics should a product team define?

Product teams should define an outcome metric, behavioral input metrics, activation and retention measures, guardrails, data-quality indicators, and decision thresholds that reflect how users receive value.

### How do funnel analysis and cohort analysis support product decisions?

Funnel analysis identifies where a sequence loses users, while cohort analysis compares how defined groups behave over time. Together they reveal journey friction, segment differences, and retention patterns.



## **How should product experiments influence a roadmap?**

Product experiments should update confidence in a hypothesis, quantify changes in target and guardrail metrics, expose segment effects, and inform whether an option should advance, change, pause, or stop.

## **Conclusion**

Participants take back a Product Evidence and Decision Pack containing metric trees, tracking plans, funnel and cohort findings, opportunity scores, experiment cards, forecasts, and decision records. It changes product discussions from isolated opinions to traceable evidence and explicit assumptions. The pack supports repeatable prioritization, roadmap review, and product-value monitoring.



## Training Course Categories

Agile PM and Project Management Training Courses

Agribusiness & Food Security Training Courses

Certified Courses By International Bodies

Communication and Public Relations Training Courses

Crisis Management and Business Continuity Training Courses

Data Analytics Training and Data Science Courses

Digital Government & Public Service Training Courses

Education and Learning Development Training Courses

Environment & Sustainability Training Courses

Facilities and Real Estate Training Courses

Finance and Accounting Training Courses

Governance, Risk and Compliance Training Courses

Healthcare Management Training Courses

Heritage Conservation and Museum Management Training Courses

Hospitality and Tourism Training Courses

Human Resources Training and Development Courses

IT Security Training & IT Training Courses

Leadership and Management Training Courses

Legal Training, Procurement and Contracting Courses

Maintenance Training and Engineering Training Courses

Marketing, Customer Relations, and Sales Courses

NGO, Humanitarian and Development Management Training Courses

Occupational Health, Safety and Security Training Courses

Oil & Gas Training and Other Technical Courses

Personal & Self-Development Training Courses

Quality and Operations Management Training Courses



# Training Course Categories

Secretarial and Administration Training Courses

Shipping, Maritime and Ports Training Courses



## Training Cities

|                                 |                             |                                     |
|---------------------------------|-----------------------------|-------------------------------------|
| <b>Abu Dhabi</b><br>UAE         | <b>Accra</b><br>Ghana       | <b>Amman</b><br>Jordan              |
| <b>Amsterdam</b><br>Netherlands | <b>Athens</b><br>Greece     | <b>Baku</b><br>Azerbaijan           |
| <b>Bali</b><br>Indonesia        | <b>Bangkok</b><br>Thailand  | <b>Barcelona</b><br>Spain           |
| <b>Berlin</b><br>Germany        | <b>Cairo</b><br>Egypt       | <b>Cape town</b><br>South Africa    |
| <b>Casablanca</b><br>Morocco    | <b>Chicago</b><br>USA       | <b>Doha</b><br>Qatar                |
| <b>Dubai</b><br>UAE             | <b>Frankfurt</b><br>Germany | <b>Geneva</b><br>Switzerland        |
| <b>Istanbul</b><br>Turkey       | <b>Jakarta</b><br>Indonesia | <b>Johannesburg</b><br>South Africa |
| <b>Kuala Lumpur</b><br>Malaysia | <b>Kuwait</b><br>Kuwait     | <b>Langkawi</b><br>Malaysia         |
| <b>Lisbon</b><br>Portugal       | <b>London</b><br>UK         | <b>Madrid</b><br>Spain              |
| <b>Manama</b><br>Bahrain        | <b>Marbella</b><br>Spain    | <b>Milan</b><br>Italy               |
| <b>Montreux</b><br>Switzerland  | <b>Munich</b><br>Germany    | <b>Muscat</b><br>Oman               |
| <b>Nairobi</b><br>Kenya         | <b>New York</b><br>USA      | <b>Nice</b><br>France               |



## Training Cities

**Paris**

France

**Phuket**

Thailand

**Port Louis**

Mauritius

**Porto**

Portugal

**Prague**

Czech Republic

**Rome**

Italy

**San Diego**

USA

**Seoul**

South Korea

**Sharm El-Sheikh**

Egypt

**Singapore**

Singapore

**Tashkent**

Uzbekistan

**Tbilisi**

Georgia

**Tokyo**

Japan

**Toronto**

Canada

**Trabzon**

Turkey

**Vienna**

Austria

**Zanzibar**

Tanzania

**Zoom**

Online Training

**Zurich**

Switzerland