



Data-Driven Product Management Training Course

24 – 28 January 2027
Johannesburg

Data-Driven Product Management Training Course

Ref: 824_162437 **Date:** 24 – 28 January 2027 **Location:** Johannesburg **Fees:** 4500 Euro

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.