Product Analytics and Decision Metrics Training Course

26 – 30 September 2027
Lagos

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Ref: 865_171209 **Date:** 26 – 30 September 2027 **Location:** Lagos **Fees:** 4100 Euro

Overview

Product Analytics and Decision Metrics Training Course is a one-week course for product managers, analysts, growth teams, and digital-service professionals who leave with a Product Measurement Decision Pack. Participants design an event tracking plan, build a North Star metric tree, analyze funnels and retention, define product experiment evidence, and establish decision reviews. The course connects product analytics and decision metrics to user value rather than isolated dashboard counts. Agile Leaders Training Center develops product measurement practice.

Who Should Attend

- Product management functions responsible for priorities, outcomes, and evidence-based roadmap decisions
- Product analytics functions responsible for tracking design, behavioral analysis, and metric interpretation
- Growth functions responsible for activation, conversion, engagement, and retention evidence
- Digital-service functions responsible for user journeys, feature performance, and service adoption
- Data functions responsible for event quality, metric definitions, and dashboard governance

The course assumes participants can work with product data and basic descriptive statistics; it leaves out software instrumentation code, marketing attribution modeling, advanced causal inference, and vendor administration.

Departments and Industries

The course supports departments and industries that use behavioral evidence to guide digital product decisions.

- Product, analytics, growth, digital experience, and data operations
- Software services, financial technology, telecommunications, and online marketplaces
- Retail, media, travel, subscription services, and customer portals
- Healthcare technology, education platforms, logistics applications, and public digital services

Learning Objectives

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

- Build a measurement strategy and metric tree tied to user value.
- Use an event taxonomy and tracking plan to define behavioral evidence.
- Analyze activation, funnels, cohorts, and retention patterns.
- Compare product experiment results and diagnostic evidence.
- Evaluate dashboard definitions, data quality, and metric tradeoffs.
- Prioritize product actions through a documented decision review.

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Course Agenda

Day 1: Design Product Measurement

- User Value Proposition and Outcome Map
- North Star Metric and Input Metric Tree
- Product Question and Decision Register
- Leading, Lagging, and Guardrail Metric Matrix
- Metric Definition and Ownership Dictionary

Day 2: Build Behavioral Evidence

- Event Taxonomy and Naming Convention
- Event Property and User Property Register
- Product Tracking Plan and Validation Checklist
- User, Account, Session, and Event Scope Map
- Data Quality and Identity Resolution Log

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Day 3: Analyze Journeys and Retention

- Activation Event and Time-to-Value Definition
- Conversion Funnel and Drop-Off Analysis
- User Path and Friction Evidence Map
- Cohort Definition and Comparison Table
- Retention Curve and Return-Event Analysis

Day 4: Test and Govern Decisions

- Product Hypothesis and Experiment Scorecard
- Randomization Unit and Exposure Check
- Primary, Secondary, and Guardrail Metric Review
- Experiment Lift and Confidence Evidence Sheet
- Dashboard Review and Product Decision Log

Day 5: Practice Product Decisions

- Exercise: Repair an Event Taxonomy and Tracking Plan
- Exercise: Diagnose Funnel and Activation Friction
- Exercise: Compare Cohort and Retention Evidence
- Exercise: Evaluate an Experiment Scorecard
- Capstone: Product Measurement Decision Pack

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Practical Exercises

The course uses suggested activities based on subscription, marketplace, mobile service, and customer-portal examples.

- Suggested activity: convert a product question into a metric tree, definition dictionary, and ownership record.
- Suggested activity: design an event taxonomy and test the resulting funnel, activation, and identity evidence.
- Suggested activity: compare cohorts and retention curves before proposing a product action.
- Suggested activity: review an experiment scorecard and record a continue, revise, or stop decision.

FAQs

Who suits product analytics and decision metrics training, and what does it assume?

Product management, analytics, growth, digital-service, and data functions suit the training. It assumes experience with product data and basic descriptive statistics.

How do product analytics and decision metrics differ from general business intelligence?

Product analytics focuses on user behavior, feature journeys, activation, retention, and experiments, while general business intelligence often combines financial, operational, customer, and organizational reporting across the enterprise.

How should a product team choose a North Star metric?

A product team should select a measure that represents user value, sits within the team's sphere of influence, and links to supporting input metrics that teams can change through product work.

What makes an event tracking plan useful for product analytics?

A useful event tracking plan defines decisions, events, properties, identities, ownership, validation rules, and expected evidence so analysts and product teams interpret the same behavior consistently.

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How should product experiment evidence guide a decision?

Product experiment evidence should be read with the hypothesis, randomization unit, exposure checks, primary and guardrail metrics, uncertainty, segment behavior, and operational context before a decision is recorded.

Conclusion

Participants take back a Product Measurement Decision Pack containing a metric tree, event taxonomy, tracking plan, funnel and retention evidence, experiment scorecards, dashboard definitions, and a decision log. It changes product reporting from disconnected counts into a traceable measurement system. The pack supports shared definitions, repeatable analysis, explicit tradeoffs, and documented product action.