BLACKBIRD FOR TRAINING

Analytics Training for Product Managers

21 – 25 June 2027
Berlin (Germany)



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Introduction

In today's fast-paced business environment, data analytics has become a cornerstone of success for product managers. The ability to interpret complex data, understand user behavior patterns, and evaluate product performance accurately is essential for designing strategies that drive sustainable growth and innovation.

The Analytics Training for Product Managers program equips participants with a comprehensive understanding of advanced analytical methods and tools that enable them to turn raw data into actionable business insights.

Through practical exercises and real-world case studies, participants learn how to build key performance indicators KPIs, interpret analytical results, and apply data-driven decision-making to improve user experience, product quality, and overall profitability.

This training empowers professionals to integrate analytics into their strategic thinking, enhancing their effectiveness in leading product teams and driving measurable organizational success.

Course Objectives

- Understand the core concepts of analytics and its role in product management.
- Apply modern tools and methodologies to analyze product data.
- Build KPIs to measure product success and sustainability.
- Use analytics to identify customer needs and user behavior trends.
- Analyze data to uncover performance challenges and opportunities.
- Evaluate product performance based on accurate data insights.
- Integrate analytics into the full product development lifecycle.
- Communicate analytical results effectively to support strategic decision-making.

Course Outlines

Day 1: Fundamentals of Analytics and Data Management

- Overview of analytics and its importance in product development.
- Understanding data types and sources for analysis.
- Methods of data collection and integration.
- Data cleaning and preparation for accurate insights.
- Introduction to digital analytical tools and platforms.
- Practical case study on analyzing real product data.



Day 2: Building Performance Indicators and Analyzing User Experience

- Defining KPIs specific to digital product performance.
- Designing interactive dashboards for tracking progress.
- Analyzing user data to understand engagement and retention.
- Measuring behavioral patterns and customer journeys.
- Studying the product lifecycle from an analytical perspective.
- Hands-on workshop for building actionable performance indicators.

Day 3: Advanced Analytics and Decision-Making

- Using regression analysis to identify relationships between factors.
- Applying predictive modeling for informed decision-making.
- Segmenting users to define key customer categories.
- Conducting A/B testing to measure feature impact.
- Identifying performance drivers and bottlenecks.
- Group exercise on interpreting analytical results for product improvement.

Day 4: Integrating Analytics into the Product Lifecycle

- Applying analytics at the design and development stages.
- Monitoring post-launch performance through data insights.
- Evaluating the ROI of product improvements and innovations.
- Analyzing success and failure factors across product stages.
- Developing continuous improvement strategies using analytics.
- Practical project: designing an end-to-end analytical framework.

Day 5: Strategic Analytics and Presenting Insights

- Translating analytical findings into actionable decisions.
- Crafting data-driven reports for executive stakeholders.
- Communicating insights effectively across teams.
- Evaluating the organizational impact of analytical decisions.
- Building long-term analytical strategies for future products.
- Final group project combining theoretical and practical elements.



Why Attend This Course? Wins & Losses!

- Gain in-depth knowledge of how analytics drives product success.
- Learn how to transform data into precise, actionable insights.
- Develop the ability to build and manage meaningful KPIs.
- Strengthen your analytical skills to understand user behavior.
- Acquire hands-on experience with advanced analytical tools.
- Enhance your capacity for strategic, data-driven decision-making.
- Improve your efficiency in identifying opportunities and risks.
- Build an analytical mindset that supports innovation and performance.

Conclusion

The Analytics Training for Product Managers course is a strategic opportunity to develop a data-driven mindset essential for modern product leadership. It bridges the gap between technical analysis and strategic vision, enabling participants to make informed decisions that enhance both product value and user satisfaction.

By combining theory with hands-on application, the program provides a solid foundation for understanding how analytics supports product innovation and business performance. It also empowers participants to design and implement comprehensive analytical strategies that guide product evolution and continuous improvement.

Mastering the art of interpreting and applying data is now a competitive advantage — one that enables product managers to lead with confidence, precision, and strategic insight in an increasingly data-centric business world.

