

Analytics Training for Product Managers

Tokyo (Japan)

2 - 6 August 2027

UK Training

PARTNER



Analytics Training for Product Managers

Code: LM32 From: 2 - 6 August 2027 City: Tokyo (Japan) Fees: 5900 Pound

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.

The logo for UK Training Partner features the text 'UK Training' in a small, black, sans-serif font above the word 'PARTNER' in a large, bold, black, sans-serif font. The background of the logo is a stylized chessboard with several chess pieces, including a king, queen, and pawns, arranged in a strategic formation.

- 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.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER



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.

A graphic of a chessboard with a checkered pattern. In the foreground, there are three chess pieces: a silver pawn, a silver king, and a gold king. In the background, there are concentric circles radiating from the center of the board.

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com

Blackbird Training Clients

 MANNAI CORPORATION MANNAI Trading Company WLL, Qatar	 GAC UNE FILIALE D'EGA Alumina Corporation Guinea	 Booking.com Booking.com Netherlands	 OXFAM Oxfam GB International Organization, Yemen	 Capital Markets Authority Kuwait
 Waltersmith Waltersmith Petroman Oil Limited Nigeria	 QNB Qatar National Bank (QNB), Qatar	 Qatar Foundation Qatar	 AFRICAN UNION ADVISORY BOARD ON CORRUPTION Tanzania	 KFAS KFS Kuwait
 Reserve Bank of Malawi Malawi	 Central Bank of Nigeria Nigeria	 Ministry of Interior Kingdom of Saudi Arabia KSA	 Mabruk Oil Company Libya	 Saudi Electricity Company KSA
 BPKH Badan Pengelola Keuangan Haji BADAN PENGELOLA KEUANGAN Haji, Indonesia	 NATO Italy	 ENI ENI CORPORATE UNIVERSITY, Italy	 GULF BANK Gulf Bank Kuwait	 General Organization for Social Insurance KSA
 Defence Space Administration Nigeria	 National Industries Group (Holding) Kuwait	 Hamad Medical Corporation Qatar	 USAID Pakistan	 STC STC Solutions, KSA
 North Oil Company North Oil company,	 EKO Electricity EKO Electricity	 OMAN BROADBAND Oman Broadband	 UNITED NATIONS UN.	 Authority for Electricity Regulation, Oman Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Sustainability, ESG & Corporate Responsibility
Advanced Courses
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training