Data-Driven Product Management Training

Duration: **2 Day**

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Overview

Data-Driven Product Management Training is designed to help product professionals combine experience and intuition with analytical evidence, enabling them to make more informed and measurable product decisions.

Data plays an essential role in modern digital product management, from understanding user needs and evaluating product performance to determining development priorities. Throughout this course, participants will examine how data can support different stages of the product lifecycle, including performance measurement, user segmentation, A/B testing, and AI-powered product management tools.

The program also addresses Minimum Viable Product (MVP) development, iterative product improvement based on user feedback, pricing decisions, and responsible data usage. These topics are explored through practical examples that connect analytical methods with real product management activities.

The training provides a structured approach for professionals who want to strengthen product decisions through measurable insights, experimentation, and continuous learning rather than relying on assumptions alone.

Who Should Attend

- Business analysts, systems analysts, project managers, team leaders, managers, and enterprise architects
- Professionals working as Product Owners (POs) within Scrum teams
- Individuals seeking to develop their skills in business analysis and project scope management while improving business performance
- Mid-level and senior IT managers responsible for business analysis teams or processes
- User Experience (UX) specialists
- Software specialists
- Test engineers and quality assurance professionals

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What You Will Learn

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

- Apply data-driven approaches to product management and decision-making.
- Analyze product performance metrics and user behavior.
- Validate product decisions through A/B testing and experimentation.
- Develop user segmentation and personalization strategies.
- Improve pricing and campaign performance using data.
- Explore AI-powered product management tools.
- Use data in MVP development and prototype testing.
- Create data-driven product roadmaps and prioritize features.
- Monitor product performance and support continuous improvement.
- Understand responsible data usage, including GDPR and KVKK requirements.

Outline

1. Introduction to Data-Driven Product Management

- Understanding the role of data in product decisions
- Balancing analytical evidence with intuition
- Applying a hypothesis-driven approach to product development

2. Data Types and Their Applications in Digital Products

- Differences between quantitative and qualitative data
- Transactional, behavioral, and attitudinal data sources
- Web analytics, clickstream analysis, heatmaps, and session recording tools

3. Product Performance Metrics

- Understanding OMTM (One Metric That Matters)
- Defining and using a North Star Metric
- Funnel metrics and user journey analysis
- Conversion, retention, churn, Lifetime Value (LTV), and adoption metrics

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4. Decision-Making Frameworks and Experimentation Methods

- AARRR and HEART measurement frameworks
- The Hypothesis – Experiment – Learning cycle
- A/B testing, feature flags, and gradual rollout strategies

5. Segmentation and Personalization

- Rule-based versus data-driven segmentation
- Segmentation techniques including RFM and k-means
- Designing product experiences for different user segments
- Personalization approaches and dynamic content

6. Data in Campaign and Pricing Decisions

- Understanding price elasticity and methods for testing it
- Tracking promotional activities and campaign performance
- Improving offers and campaigns through A/B experimentation

7. AI-Powered Product Management

- Recommendation engines
- Search engine optimization, including search relevance and ranking
- Automated customer support solutions such as chatbots and smart FAQs

8. Data-Driven MVP Development and Prototyping

- Understanding MVPs (Minimum Viable Products) and their importance
- Formulating MVP hypotheses using data and defining success criteria
- Collecting early user feedback during prototype testing
- Monitoring data and making decisions after MVP release

9. Using Data in Prototype Testing

- Types of data collected through UX research
- Qualitative and quantitative testing tools, including Hotjar, Maze, and user testing
- Evaluating user behavior in prototypes and generating actionable insights

10. Data-Driven Roadmapping and Prioritization

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- Feature prioritization frameworks: ICE, RICE, and WSJF
- Making product roadmap decisions based on data
- Aligning product strategy with user feedback
- Prioritizing features through impact–effort matrices

11. Data-Based Feedback, Retrospectives, and Continuous Improvement

- Interpreting performance metrics after feature releases
- Analyzing experiment outcomes and using dashboards
- Establishing continuous learning cycles within teams
- Increasing experimentation velocity and improving test–do–learn processes

12. Data Ethics and Responsible Usage

- Essential considerations when handling user data
- Using data in accordance with GDPR and KVKK requirements
- Data anonymization and obtaining user consent