Product Analytics Metrics: Driving Data-Driven Decisions

4 – 8 January 2027
Barcelona (Spain)



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Why This Course

In today's product environment, decisions can no longer rely on intuition alone. Product managers and analysts are expected to understand how users behave, which features drive value, where friction occurs, and how product improvements affect growth. Strong product analytics helps teams move from assumptions to evidence, making it possible to optimize performance, improve retention, and build products that deliver measurable results.

This intensive 1-week course equips product managers and analysts with the skills to effectively leverage product analytics metrics. Participants will learn to identify and track key performance indicators, analyze user behavior, implement A/B testing, and make data-driven decisions to optimize product performance and drive growth.

What You'll Learn and Practice

By joining this program, you will:

- Develop a comprehensive product metrics framework.
- Master techniques for collecting and analyzing product data.
- Implement effective A/B testing strategies.
- Create actionable insights from user behavior analysis.
- Drive product growth through data-informed decision making.

The Program Flow

Day 1: Foundations of Product Analytics

- Introduction to product analytics and its importance.
- Key metrics and KPIs for product success.
- Building a product metrics framework.
- Tools and platforms for product analytics.

Day 2: Data Collection and Analysis

- Implementing effective data tracking.
- User segmentation and cohort analysis.
- Funnel analysis and conversion optimization.
- Retention metrics and strategies.



Day 3: A/B Testing and Experimentation

- Principles of effective A/B testing.
- Designing and implementing experiments.
- Analyzing and interpreting test results.
- Common pitfalls and best practices.

Day 4: User Behavior Analysis

- User journey mapping and analysis.
- Event tracking and user flow optimization.
- Identifying and addressing user pain points.
- Predictive analytics for user behavior.

Day 5: Driving Growth with Data

- From insights to action: data-driven decision making.
- Presenting analytics findings to stakeholders.
- Integrating analytics into the product development cycle.
- Advanced techniques and future trends in product analytics.

Individual Impact

- Strengthen your ability to understand and use product metrics with greater confidence.
- Enhance your skills in tracking, analyzing, and interpreting user behavior data.
- Build stronger capability in designing experiments and evaluating product performance.
- Gain practical tools for making smarter product decisions based on evidence.

Work Impact

- Improve product performance through stronger analytics and more focused decision-making.
- Strengthen growth, retention, and conversion efforts through better data interpretation.
- Support more effective product planning through clear and measurable insights.
- Enhance alignment between product strategy, user needs, and business outcomes.

Training Methodology

This program integrates product analytics principles, practical application, and business-focused learning to ensure real-world relevance and immediate workplace value. Learning methods include:

- Real-world case studies on product growth, experimentation, and user behavior analysis.
- Practical exercises in KPI design, funnel analysis, and cohort tracking.
- Interactive workshops on A/B testing, dashboard creation, and insight generation.
- Group discussions on product decisions, stakeholder communication, and analytics strategy.
- Frameworks and tools for applying product analytics effectively across the product lifecycle.



Beyond the Course

Upon completion, participants will be better equipped to use product analytics with greater clarity, confidence, and strategic focus. They will return ready to:

- Build stronger product metrics frameworks aligned with business goals.
- Analyze user behavior and product performance more effectively.
- Design and apply experiments that support product improvement.
- Turn analytics into practical actions that drive growth and better product outcomes.

