BLACKBIRD FOR TRAINING

Data-Driven Product Management: Insights to Innovation

20 – 24 September 2027
Vienna (Austria)



Data-Driven Product Management: Insights to Innovation

Ref: 322378_197637 **Date:** 20 – 24 September 2027 **Location:** Vienna (Austria) **Fees:** 5200 GBP

Why This Course

In today's product environment, strong intuition is not enough. Product managers are expected to make decisions supported by evidence, understand how users behave, evaluate what drives value, and translate data into clear priorities and better outcomes. Data-driven product management helps teams reduce guesswork, improve product performance, and make more confident decisions across strategy, execution, and growth.

This intensive 1-week course equips product managers with the skills to harness data for informed decision-making. Participants will learn to collect, analyze, and interpret data to drive product strategy, prioritize features, and measure success. The course covers key aspects of data-driven product management, from defining metrics to conducting experiments and communicating insights.

What You'll Learn and Practice

By joining this program, you will:

- Master the fundamentals of data-driven product management.
- Develop skills in data collection, analysis, and interpretation for product decisions.
- Learn to define and track key performance indicators for products.
- Understand how to use data for feature prioritization and roadmap planning.
- Gain proficiency in conducting and analyzing A/B tests and experiments.
- Enhance your ability to communicate data-driven insights to stakeholders.

The Program Flow

Day 1: Foundations of Data-Driven Product Management

- Introduction to data-driven decision making in product management.
- Key metrics and key performance indicators for product success.
- Data collection methods and tools.
- Ethical considerations in data usage.



Day 2: Customer Insights and Market Analysis

- Analyzing user behavior data.
- Conducting and interpreting market research.
- Customer segmentation using data.
- Creating data-driven user personas.

Day 3: Feature Prioritization and Roadmap Planning

- Using data for feature prioritization.
- Quantitative techniques for roadmap planning.
- Balancing data with qualitative insights.
- Communicating priorities to stakeholders.

Day 4: Experimentation and A/B Testing

- Designing effective A/B tests.
- Statistical analysis of test results.
- Interpreting and acting on experiment outcomes.
- Continuous experimentation strategies.

Day 5: Data-Driven Product Strategy and Communication

- Developing data-informed product strategies.
- Creating compelling data visualizations.
- Presenting data-driven insights to executives.
- Building a data-driven culture in product teams.

Individual Impact

- Strengthen your ability to make better product decisions using data with greater confidence.
- Enhance your skills in metrics design, analysis, experimentation, and insight generation.
- Build stronger capability in prioritizing features and shaping roadmaps based on evidence.
- Gain practical tools for presenting data clearly and influencing stakeholders more effectively.

Work Impact

- Improve product performance through stronger data-backed decisions and prioritization.
- Strengthen alignment between customer behavior, product strategy, and business goals.
- Support more effective experimentation and continuous product improvement.
- Enhance the organization’s ability to build a stronger data-driven product culture.



Training Methodology

This program integrates product thinking, analytical practice, and real-world application to ensure practical relevance and immediate workplace value. Learning methods include:

- Real-world case studies on product metrics, experimentation, and decision-making.
- Practical exercises in KPI design, customer analysis, and roadmap prioritization.
- Interactive workshops on A/B testing, data interpretation, and executive communication.
- Group discussions on trade-offs, product strategy, and building data-driven habits.
- Frameworks and tools for applying data effectively across the product lifecycle.

Beyond the Course

Upon completion, participants will be better equipped to manage products with greater analytical confidence, clarity, and strategic discipline. They will return ready to:

- Define and track product metrics that truly matter.
- Use data more effectively to prioritize features and shape strategy.
- Conduct and interpret experiments that improve product outcomes.
- Communicate insights more clearly to teams, leaders, and stakeholders.

