

[w]orkshop

Product analytics

How to extract value from quantitative data?

A practical training dedicated to individuals who want to quickly learn the key topics in product analytics. It covers a bird's-eye view of topics such as: selecting metrics for a project, creating research questions, selecting the right research methods, and practical ways of organizing product analytics at every stage of organizational development. The training is conducted by a trainer with over 10 years of experience in product analytics. It delivers the most important concepts in quantitative analytics in digital products and teaches best practices in designing and conducting quantitative research.

After the workshop, the participants will:

- effectively apply 40 standard product metrics
- learn what the lifecycle of a metric is and why remembering it is essential for good analytics
- learn how to select key metrics for your digital product
- formulate research problems and identify those that can be solved with quantitative analysis
- learn about typical research methods used by product analysts
- create their own product metrics, tailored specifically to the selected product
- quickly read the most important information from charts and tables.
- understand what tasks need to be performed for product analytics to function and regularly provide new knowledge
- be able to coordinate work in conducting product analyses

Trainer



Michał Witkowski

Psychologist and data analyst. One of the pioneers of product analytics, working in the field since 2014. He combines mathematical skills with psychological knowledge. He has built analytical teams in three product companies, managed a team of product analysts at Zendesk, and designed and implemented from scratch a survey system for measuring user satisfaction at Onet. Consulting analytics solutions for many companies, including Canal+, Booksy, and ING. Lectures at universities and speaks at conferences, teaching how to use quantitative data to create better digital products.

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Training agenda

Duration: 2 days (on-site) or 3 days (online, live)

Day 1.

- Introduction to product analytics
- 40 typical metrics in product analytics
- Selecting KPIs for your product
- Research methods in product analytics
- Formulating research questions and research problems

Day 2.

- Selecting research problems suitable for quantitative analysis
- Creating custom, personalized product metrics
- Reading and understanding data visualizations
- Roles, responsibilities, and tools in product analytics
- Practical aspects of product analytics - case studies

Who is it for?

- UX Designers - will conduct analyses that help them make better design decisions
- Qualitative Researchers - will expand their skill set to include designing metrics and improving collaboration with analysts
- Product Managers - will choose metrics and base their product decisions on the correct interpretation of quantitative data
- C-level Executives - will learn how to ensure a return on investment in product analytics

Contact us!



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