2 DAYS (14h)

DATA-INFORMED PM

PRODUCT LEVEL 2 (18 MONTHS TO 2 YEARS)

Use the full potential of data to make better product decisions

Target audience and prerequisites

✔ **Product Managers** wishing to formalize and develop their data practices

This course is aimed at Product Managers. All participants must be familiar with the content and skills acquired in the Product Manager training course in order to follow this course.

Training objective

Learn **how to use data in your day-to-day work** as a Product Manager.

✔ **TOOLS:** Understand the **data stack**, define which tool to use for which purpose

✔ **METRIC:** Select **relevant metrics** to define the **success of an experiment, a feature or a product**

✔ **DECISION:** Use the potential of **data at the right moment** in the product process (discovery, delivery, measurement)

Acquired skills assessment

● Acquired skills are assessed throughout the course by the trainers.

● At the end of the session, participants will receive a **certificate of completion**.

Data-informed PM
Training program

Training program   **2 DAYS** (14h)

MODULE 1   Data responsibilities of a Product Manager

- Scope and responsibilities: interacting with data roles (analyst, engineer, ops, scientist)
- Questions to ask as a Product Manager about data
- Understand the different building blocks / tools of a data stack
- Data at every stage in the life of a product or feature
- Present arguments to *stakeholders*

ENVIRONNEMENT DATA   **PRODUCT LIFE CYCLE**

MODULE 2   Measuring product health

- What is a successful product?
- Define key metrics (usage, performance, satisfaction, business...)
- Challenge data reliability
- Understand the main analytics frameworks and their limitations (AARRR, North Star Metric...)

AARRR   **NORTH STAR METRIC**   **GOOGLE ANALYTICS**

MODULE 3   Using data to make Product decisions

- Use data in Product Discovery (user research, quantitative data analysis)
- Implement and improve a tagging plan
- Validate / invalidate an experiment
- Measure usage and iterate

PRODUCT DISCOVERY   **EXPERIMENTATION**   **PRODUCT PRIORITIZATION AND ITERATION**

If you have a specific need, contact us at **academy@thiga.fr** to discuss it and develop a training program tailored to your needs.

Thiga Academy
Our support

Teaching method

Practical work accounts for around 50% of the course. To that we add **30% of theory** and **20% of discussion** between participants and trainers, to ensure that the content is adapted to each participant's individual context.

NB: **participants must bring their own computer with an access to Google Sheets or Microsoft Excel.**

Practical information

PRIVATE 🇬🇧 🇪🇸 🇫🇷

Sessions are designed for groups of **6 to 10 people**. We can organize training on **our premises in Paris**, **on your premises**, or **remotely**, up to 7 days before the scheduled date, subject to receiving a **signed agreement.**

PUBLIC 🇫🇷

Sessions are designed for groups of **6 to 12 people at our Paris premises**. Registration is available **until the day before the training** session, subject to availability of places and to receiving the **signed agreement** before the session.

✓ *We adapt our services for people with disability upon request.*

✓ *Special rates for individuals and self-employed people (please contact us).*

A tailor-made offer

Thiga Academy can create customized courses for all your needs, from ten to several hundred participants.
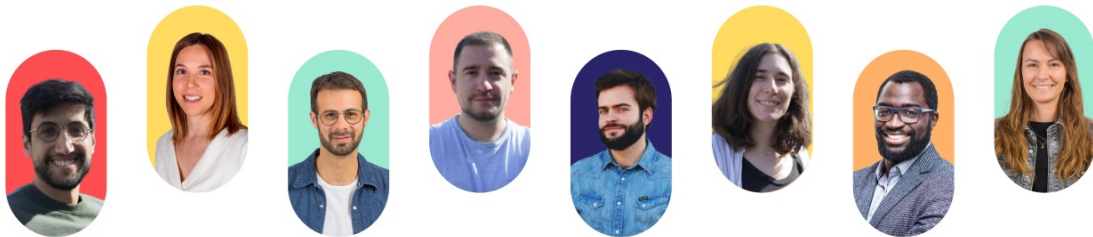
✓ Onboard new team members

✓ Internal transformation support

✓ Retain talents

✓ Create internal career paths

Thiga Academy
Our trainers and alumni

Our trainers

Our training courses are led by one of our **experts**. They are simultaneously **trainers**, program **creators** and **consultants** and they combine their professional experience and pedagogy to help you develop your skills.

What our Alumni say

"Dense but not boring, with lots of practical application. You'll come away with knowledge you can put into action the very next week!"

Julien — Product Manager at Igraal

"A great course, very enriching, which enabled me to understand the basics, and above all to be able to organize my work afterwards in relation to everything I learned."

Pauline — Product Manager at Docavenue

Our Partners & Clients

Doctolib   Disney   deezer   ManoMano   Carrefour   BlaBlaCar

meetic   ACCOR   Club Med   DECATHLON   L'ORÉAL   radiofrance

Cartier   CHANEL   Qare   POINT.P   NiCKEL   meilleurs agents

Schneider Electric   AXA   CARGLASS   bouygues   france•tv   SOCIETE GENERALE

Thiga Academy
Our training path

Product Basics

Product Owner
2 days
PRIVATE

Figma Advanced
1 day
PRIVATE PUBLIC

Product Culture awareness
1 day
PRIVATE

Advanced Product Owner
2 days
PRIVATE PUBLIC

Agile Awareness
1 day
PRIVATE

Product Builders
0 à 2 ans

Product Manager
2 days
PRIVATE PUBLIC

Product Marketing
2 days
PRIVATE PUBLIC

Product Designer
2 days
PRIVATE PUBLIC

Tech for PM
avec le wagon
1 day
PRIVATE

Product Builders
4-5 years and above

Lead Product Manager
2 days
PRIVATE PUBLIC

Product Builders
2-4 years

Data Informed PM
2 days
PRIVATE PUBLIC

Advanced Product Manager
2 days
PRIVATE PUBLIC

Design System
2 days
PRIVATE PUBLIC

Product Soft Skills
2 days
PRIVATE

Discovery Discipline
2 days
PRIVATE PUBLIC

Product Leaders
4-5 teams and more

Building a great product organization
1 day
PUBLIC

Unlock your team's power
avec WILL
18 hours
PUBLIC

Create and implement a Product strategy
1 day
PUBLIC

Scaling your Product organization
1 day
PUBLIC

Thiga Academy
About Thiga

Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our aim? To give the Product community access to actionable advice and methods, from the basics of Product Management to setting up a Product organization. Our entire training program is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who want to **share their experiences** and find the best ways to **turn their ideas into reality**. We give the European community of Product People the means to **promote the product spirit** in their companies.

Our Media

Discover the media that informs the **Product leaders** of today and tomorrow. You'll find all the Product content you need to support and inspire you every day: practical information sheets, opinion pieces from leading experts, themed series and feature stories.
In short, original content to get you through the doors of the best tech companies.

Contact

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