

PUBLIC: 2 000 € Excl. VAT*

PRIVATE: from 10 400 € Excl. VAT*

*Applicable rates from 1/1/25 to 12/31/25

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 to use data effectively in your daily work as a Product Manager.



- ✓ **DATA:** Understand the **basics of data**, the Data Stack, and the associated **roles and disciplines**.
- ✓ **SUCCESS:** Learn how to **define product success** and the steps to build **appropriate metrics**.
- ✓ **METRICS:** Master common types of metrics: satisfaction, health, engagement, usage, outcomes, and ecosystem.
- ✓ **DECISION :** Analyze data to guide decision-making in a data-informed way.

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

90%

satisfaction rate
in 2024

Training program

2 DAYS (14h)

MODULE 1 What is Data?

- Clearly define what data is.
- Understand the different components of a Data Stack.
- The Data roles within a team (Analyst, Engineer, Scientist)
- The Product Manager's role and their interactions with a Data team

DATA ENVIRONMENT

DATA STACK

MODULE 2 Defining Measurable Product Objectives

- Why should PMs be data-informed?
- What is a successful product, and how do you define it?
- Review fundamentals: KPIs, metrics, vanity metrics, lagging vs. leading metrics, North Star Metric.
- Identify the right tools for your needs.

NORTH STAR METRIC

LEADING VS LAGGING METRICS

TOOLS

MODULE 3 Defining and Calculating Common Metrics

- Distinguish between health, usage, satisfaction, engagement, ecosystem, and business metrics.
- Explore examples of commonly used metrics.
- Leverage cohorts to measure the evolution of product engagement
- Avoid common pitfalls in data analysis and manipulation.

USER ENGAGEMENT

CSAT

NPS

CHURN

MODULE 4 Measuring Product Success

- Master key analytics frameworks and understand their limits.
- Learn best practices for tracking and data visualization.
- Challenge data reliability.
- Use data for Product Discovery through experimentation.

AARRR

PULSE

HEART

GSM

DISCOVERY

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 participants**. We can organize training on **our premises in Paris, on your premises, or remotely**, up to 7 days before the scheduled date, subject to availability and **receipt of a signed agreement**.

PUBLIC



Sessions are designed for groups of **6 to 12 participants at our Paris premises**. Registration is open **until the day before the training session**, subject to availability of places and receipt of a **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



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 trainers and alumni

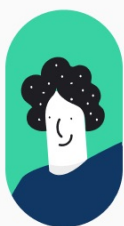


Our trainers



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

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mestic

ACCOR

Club Med

DECATHLON

L'ORÉAL

radiofrance

Cartier

CHANEL

Qare

POINT.P

NICKEL

meilleurs agents

Schneider Electric

AVA

CARGLASS

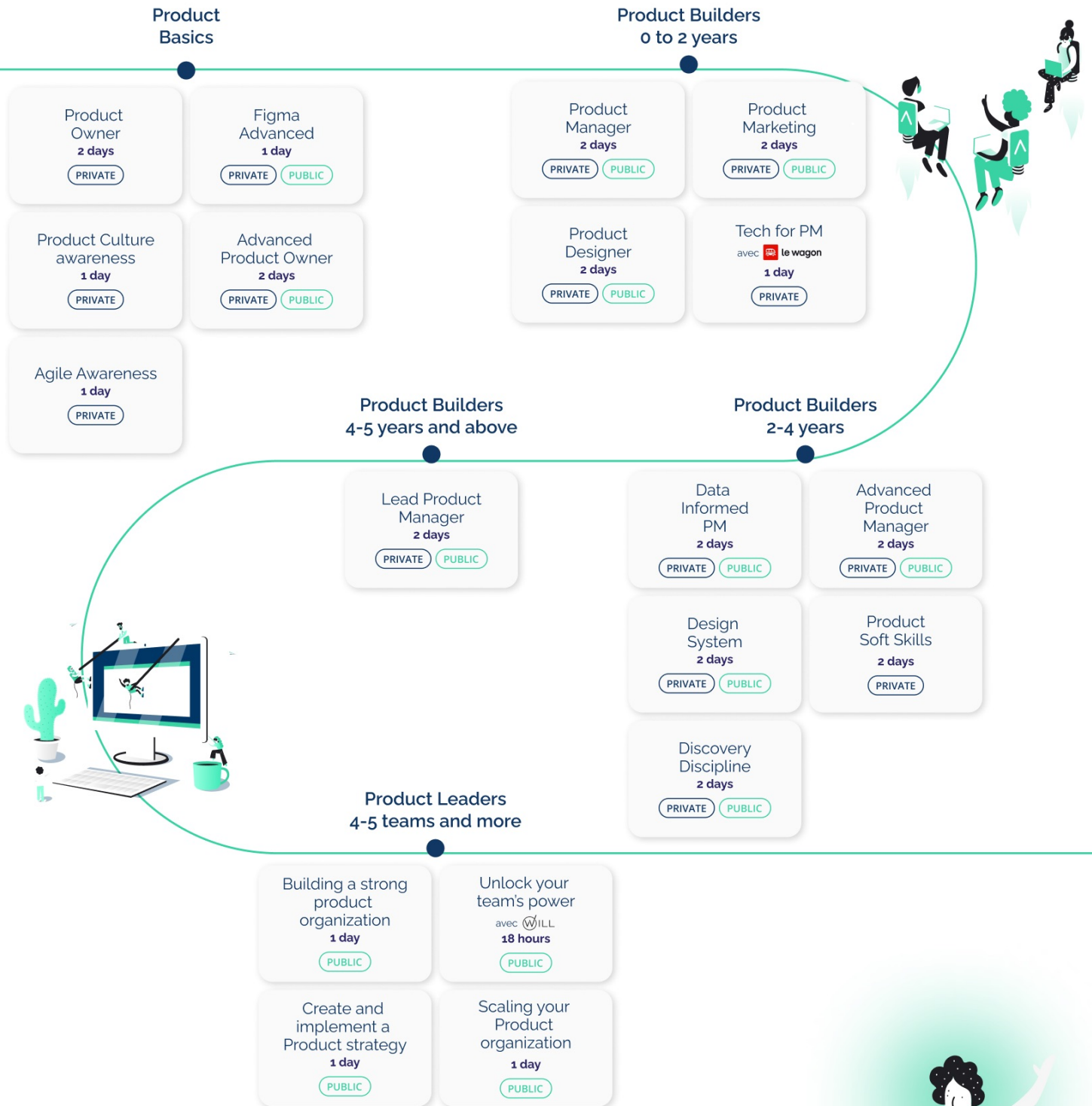
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SOCIETE GENERALE

Thiga Academy

Our training path



Thiga Academy

About Thiga



Our books on Product

We have written and published several books on **Product Management** and **Product Design**. Our goal? To provide the Product community with actionable advice and methods, from mastering the basics of Product Management to setting up a full-fledged Product organization. Our entire training curriculum is **built around these books**.

The Product Conf'

LPC (La Product Conf') brings together inventive and ambitious Product People who seek to **share their experiences** and discover the best ways to **turn their ideas into reality**. We empower the European Product community to **promote the product mindset** within their organizations.



Our Media

Explore our media platform, designed to inform and inspire today's and tomorrow's **Product leaders**. You'll find everything you need to fuel your Product journey: practical guides, thought pieces by leading experts, thematic series, and in-depth articles. In short, original content to get you through the doors of the best tech companies.

Contact



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