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Course Name

Data-Driven Decision Making & Change Assessment for Product Specialists

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Sector Name

Sales, Marketing and Customer Service

Document Type

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Data-Driven Decision Making & Change Assessment for Product Specialists

Course Introduction

In today’s data-rich environment, product leaders must make informed decisions that balance business objectives, customer needs, and market dynamics.

This program equips senior product specialists with the skills to make effective, evidence-based decisions using real data, evaluate the impact of changes, and assess the feasibility of strategic initiatives. Participants will learn frameworks for structured decision-making, techniques to evaluate potential changes, and methods to ensure decisions are aligned with organizational priorities and measurable outcomes.

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Data-Driven Decision Making & Change Assessment for Product Specialists

Target Audience

✓ Product Specialists

✓ Product Managers and Associate Product Managers

✓ Business Analysts

✓ Marketing and Product Marketing Specialists

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Data-Driven Decision Making & Change Assessment for Product Specialists

Learning Objectives

- ✓ Make structured, data-driven decisions using quantitative and qualitative insights.
- ✓ Evaluate the potential impact of product or process changes on business outcomes.
- ✓ Assess risks and benefits associated with strategic product decisions.
- ✓ Apply frameworks for prioritization and decision justification.
- ✓ Integrate change assessment into product planning and execution.
- ✓ Communicate data-backed decisions effectively to stakeholders.

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Data-Driven Decision Making & Change Assessment for Product Specialists

Course Outline

✓ DAY 01

Foundations of Data-Driven Decision Making

- ✓ Understanding the role of data in product decision-making
- ✓ Types of data: quantitative, qualitative, internal, and external
- ✓ Decision-making frameworks and models for product specialists
- ✓ Identifying decisions that require data versus judgment
- ✓ Principles of evidence-based decision-making

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Course Outline

✓ Day 02

Data Analysis for Decision Support

- ✓ Key metrics and KPIs for product evaluation
- ✓ Data collection methods and ensuring data quality
- ✓ Techniques for analyzing and interpreting product performance data
- ✓ Identifying patterns, trends, and insights from data
- ✓ Using data visualization to support decision-making

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Course Outline

✓ Day 03

Change Evaluation and Impact Assessment

- ✓ Understanding change: incremental vs. transformational initiatives
- ✓ Frameworks for evaluating change impact on products and users
- ✓ Risk assessment and mitigation strategies
- ✓ Scenario analysis and predictive modeling for decision support
- ✓ Aligning change evaluation with business strategy

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Data-Driven Decision Making & Change Assessment for Product Specialists

Course Outline

✓ Day 04

Decision Prioritization and Justification

- ✓ Techniques for prioritizing initiatives based on data and strategic value
- ✓ Cost-benefit and trade-off analysis
- ✓ Decision trees and multi-criteria decision analysis
- ✓ Documenting and communicating decisions to stakeholders
- ✓ Integrating feedback loops for continuous decision improvement

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Data-Driven Decision Making & Change Assessment for Product Specialists

Course Outline

✓ Day 05

Implementing and Monitoring Data-Driven Decisions

- ✓ Planning for implementation of decisions and monitoring outcomes
- ✓ Metrics for measuring success and evaluating results
- ✓ Continuous assessment and iterative improvement
- ✓ Embedding a data-driven mindset in product management

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	2150.00 $	Virtual , Online
Oct. 25, 2026	Oct. 29, 2026	5 days	4250.00 $	KSA , Riyadh
April 5, 2027	April 9, 2027	5 days	4950.00 $	Spain , Madrid
July 26, 2027	July 30, 2027	5 days	4250.00 $	UAE , Dubai

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