



Consulting and Training | Reach New Heights

Course Name

Product Analytics & Metrics

Sector Name

Sales, Marketing and Customer Service

Document Type

Generated by Boostlab

[Click Here To Visit Course](#)

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

Product Analytics & Metrics

Course Introduction

In today's competitive markets, successful products are driven by data. This program equips product managers, analysts, and business leaders with the skills to collect, analyze, and act on product metrics to make informed strategic decisions. Participants will learn how to define meaningful metrics, leverage analytics tools, measure customer engagement, and optimize product performance.

By the end of the program, attendees will be able to connect data insights directly to product strategy, driving growth, retention, and user satisfaction.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Product Analytics & Metrics

Target Audience

- ✓ Product Managers and Product Owners
- ✓ Digital Product and Platform Managers
- ✓ Marketing and Growth Professionals

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Product Analytics & Metrics

Learning Objectives

- ✓ Define and implement key product metrics and KPIs aligned with business objectives.
- ✓ Analyze user behavior and engagement using quantitative and qualitative data.
- ✓ Use analytics to drive product decisions, prioritization, and optimization.
- ✓ Build dashboards and reports for real-time monitoring of product performance.
- ✓ Apply experimentation, A/B testing, and data-driven validation for product improvements.
- ✓ Communicate insights effectively to stakeholders for strategic impact.

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To Visit Course](#)



Product Analytics & Metrics

Course Outline

✓ DAY 01

Foundations of Product Analytics

- ✓ Introduction to product analytics and its importance
- ✓ Understanding product lifecycle and business objectives
- ✓ Key metrics categories: acquisition, activation, retention, revenue, referral (AARRR framework)
- ✓ Data collection methods: qualitative vs. quantitative

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Product Analytics & Metrics

Course Outline

✓ Day 02

Metrics Design and Measurement

- ✓ Defining actionable KPIs for products and teams
- ✓ Metrics hierarchy: business, product, feature-level KPIs
- ✓ Ensuring data accuracy, consistency, and reliability
- ✓ Tracking user behavior and product usage patterns

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To visit Course](#)



Product Analytics & Metrics

Course Outline

✓ Day 03

Analytics Tools and Dashboards

- ✓ Overview of analytics tools (Google Analytics, Mixpanel, Amplitude, Tableau, etc.)
- ✓ Building dashboards for real-time monitoring
- ✓ Data visualization best practices for product insights
- ✓ Setting alerts and thresholds for performance deviations

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Product Analytics & Metrics

Course Outline

✓ Day 04

Experimentation and Optimization

- ✓ Introduction to A/B testing and experimentation frameworks
- ✓ Hypothesis-driven product development
- ✓ Measuring feature impact and optimizing user flows
- ✓ Segmentation and cohort analysis for deeper insights

ABU DHABI: +971 2 449 6000

ABU DHABI: +971 50 412 3294

DUBAI: +971 4 888 6787

KSA: +966 56 416 0617

EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Product Analytics & Metrics

Course Outline

✓ Day 05

Data-Driven Product Strategy and Communication

- ✓ Translating analytics into strategic decisions
- ✓ Presenting insights to stakeholders and executives
- ✓ Continuous improvement: monitoring, feedback loops, and iteration
- ✓ Ethical considerations in product data collection and usage

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)



Product Analytics & Metrics

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 18, 2027	July 22, 2027	5 days	4250.00 \$	KSA , Riyadh
Dec. 20, 2026	Dec. 24, 2026	5 days	2150.00 \$	Virtual , Online

ABU DHABI: +971 2 449 6000
ABU DHABI: +971 50 412 3294
DUBAI: +971 4 888 6787
KSA: +966 56 416 0617
EGYPT: +20 127 111 1770

[Click Here To vist Course](#)

info@boostuae.com info@boostorg.com

Generated by BoostLab •

