



Consulting and Training | Reach New Heights

Course Name

Product Analytics with Power BI

Sector Name

Sales, Marketing and Customer Service

Document Type

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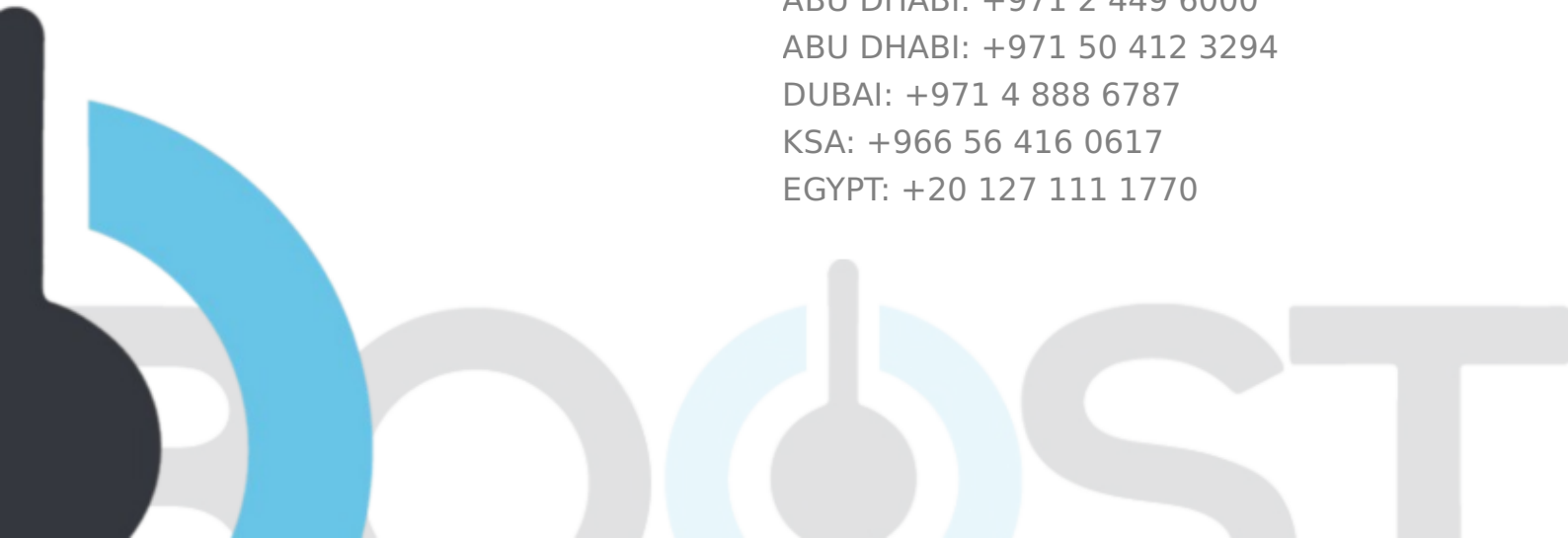
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Product Analytics with Power BI

Course Introduction

Effective product lifecycle management relies on timely insights, clear communication, and the ability to detect patterns across product performance and processes.

This course equips participants with advanced Power BI skills to visualize complex product data, analyze trends, detect patterns, and communicate insights effectively. Participants will learn to link data visualization with product lifecycle management activities, ensuring data-driven decisions and active stakeholder engagement.

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Product Analytics with Power BI

Target Audience

- ✓ Product Managers and Product Owners
- ✓ Data Analysts and Business Intelligence Analysts
- ✓ Digital Product and Platform Managers

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Learning Objectives

- ✓ Design advanced Power BI dashboards to track product lifecycle performance.
- ✓ Detect trends, patterns, and anomalies across product data.
- ✓ Integrate visualization with product lifecycle stages for actionable insights.
- ✓ Communicate product insights effectively to stakeholders.
- ✓ Use data-driven analysis to support product optimization and decision-making.
- ✓ Strengthen engagement and communication with stakeholders using visual insights.

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Product Analytics with Power BI

Course Outline

✓ DAY 01

Advanced Data Visualization for Product Analytics

- ✓ Principles of advanced visualization in Power BI
- ✓ Visualizing product performance across lifecycle stages
- ✓ Identifying trends, patterns, and anomalies
- ✓ Dashboard design for clarity, impact, and stakeholder engagement
- ✓ Aligning visualizations with product strategy and business goals

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Course Outline

✓ Day 02

Data Preparation and Analysis for Product Lifecycle

- ✓ Importing, cleaning, and transforming product data in Power BI
- ✓ Data modeling and linking datasets to lifecycle stages
- ✓ Using DAX for calculations, aggregations, and KPI metrics
- ✓ Identifying patterns and correlations in product performance
- ✓ Preparing data for actionable visualization and communication

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Course Outline

✓ Day 03

Pattern Detection and Lifecycle Insights

- ✓ Detecting product trends and bottlenecks using visual analytics
- ✓ Anomaly detection and forecasting in product performance
- ✓ Linking insights to lifecycle management decisions
- ✓ Highlighting areas for product optimization or intervention
- ✓ Communicating findings to influence decision-making

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Course Outline

✓ Day 04

Interactive Dashboards and Stakeholder Communication

- ✓ Designing dashboards for active engagement with stakeholders
- ✓ Interactive features: drill-throughs, filters, and real-time updates
- ✓ Storytelling with data to highlight key lifecycle insights
- ✓ Tailoring dashboards for diverse internal and external stakeholders
- ✓ Presenting insights clearly to support decisions and alignment

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Course Outline

✓ Day 05

Data-Driven Optimization and Actionable Insights

- ✓ Using insights to recommend product improvements and interventions
- ✓ Monitoring lifecycle KPIs and trends over time
- ✓ Linking data insights to product strategy and roadmap decisions
- ✓ Reporting to stakeholders for active engagement and alignment
- ✓ Creating a framework for continuous product lifecycle analysis

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 25, 2027	July 29, 2027	5 days	4250.00 \$	KSA , Riyadh
Dec. 27, 2026	Dec. 31, 2026	5 days	2150.00 \$	Virtual , Online

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