

Business Guides on the Go

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# Data-driven Decision-making for Product Managers

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A Primer to Data Literacy in  
Product Management

 Springer

# **Blackblot Data-driven Decision Making for Product Managers™**

## **Course Syllabus**

### **Course Description**

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The **Blackblot Data-driven Decision Making for Product Managers™** (DDDM) course is a one-day foundational training program designed to equip product managers with essential data literacy skills to support product decision-making.

Delivered in an interactive format, the course applies the globally adopted **Blackblot Product Manager's Toolkit®** (PMTK) methodology to teach a structured approach to data analysis and communication within the product management context.

The course covers the fundamentals of data-driven thinking, core statistics, decision-making processes, and modern data practices, bridging the gap between product intuition and evidence-based action.

By the end of the course, participants will be able to apply data-driven thinking to their daily work, interpret and communicate data insights, and make informed product decisions aligned with business goals.

This course is ideal for professionals at all levels who want to confidently navigate data and leverage it to improve product outcomes.

### **Who Should Attend**

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- *Aspiring Product Managers* – Individuals developing data literacy to support informed and objective product decisions.
- *Practicing Product Managers* – Professionals seeking to strengthen analytical capability and apply data insights to prioritization and planning.
- *Startup Founders and Entrepreneurs* – Leaders aiming to integrate data-driven practices into product strategy and decision processes.

### **Key Outcomes for Participants**

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- Apply data-driven thinking to make informed product decisions
- Analyze, interpret, and extract value from available data sources
- Understand fundamental data concepts relevant to product management
- Communicate evidence-based decisions effectively to executive stakeholders and development teams

### **Blackblot Training Package**

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- Blackblot DDDM Book (printed hardcover)
- Blackblot DDDM Certification (official data-driven test)
- Blackblot PMTK® templates account, lifetime access, and updates
- Digital course slides and action plan, and official digital certificate

## Registration and Pricing

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To register or inquire about group rates and private sessions, contact [info@blackblot.com](mailto:info@blackblot.com)

### Course Syllabus (Day One)

#### 1. Introduction

- Data Ages
- Agile and Data
- Data Literacy

#### 2. Not in This Course

- Data Science Roles
- Adjacent Domains

#### 3. Data Science

- Big Data
- Data Mining
- Data Science

#### 4. Data-driven Decision Making

- Quantitative Data
- Qualitative Data
- Data Analysis Types
- Data-driven Decision Making (DDDM)

#### 5. Purely Data-driven

- Purely Data-driven
- Data-driven Ethics
- Data Reliance

#### 6. Data-driven vs. Intuition-driven

- Intuition-driven Decision Making
- Data-driven vs. Intuition-driven

#### 7. Privacy and Legal

- Privacy Concerns
- Privacy Business
- Antitrust and Regulators
- Law and Order

#### 8. Data – Information – Knowledge

- Elements of DDDM
- Data
- Information
- Knowledge
- Decisions

#### 9. Fundamental Statistics

- Fundamental Statistics
- Correlation/Causation
- Linear Regression

#### 10. Looking for Patterns

- Patternicity and Apophenia
- False-positive Error
- False-negative Error

#### 11. DDDM Process

- DDDM Process
- Query Formulation
- Crafting Questions
- Metrics Selection
  - Adoption Metrics
  - Engagement Metrics
  - North Star Metric
  - AARRR Framework
  - Metadata
- Online Tracking
- Data Inventory
- Data Collection
- Data Preparation
- Data Analysis
- PM and Data Analysts
- Data Visualization Software
- Data Dashboards
- Making Decisions
- Communicating Data
- Information Visualization

#### 12. Master Exercise

- Master Exercise
- Analytics Software Demo

#### 13. Data-driven Culture

- Quantification
- Simplification
- Specialization

#### 14. Summary

- Key Lessons
- DDDM Recap

## Business Guides on the Go

### Data-driven Decision-making for Product Managers

A Primer to Data Literacy in Product Management

This book is an essential guide for product managers seeking to harness the power of data to drive their product decisions. It is a detailed resource for developing and maintaining data literacy, a core skill for product managers.

Through a structured approach supported by practical insights and illustrative examples, readers will learn to prioritize decisions based on quantitative data rather than intuition, understand core data concepts, and analyze and leverage data effectively.

Product managers will discover how data can transform decision-making processes, enabling evidence-based selection, prioritization, and resource allocation for product features. By using customer feedback, user behavior data, market research, and performance metrics, product managers can foster a culture that leverages data to create successful products.

This introductory primer and reference guide is indispensable for product managers aiming to integrate data-driven methodologies into their practice, ensuring their decisions are informed, strategic, and impactful.

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ISBN 978-3-031-74663-5



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