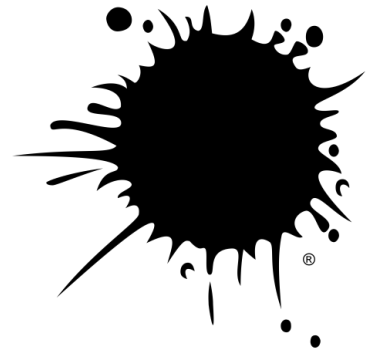Gabriel Steinhardt

Data-driven Decision-making for Product Managers

A Primer to Data Literacy in Product Management

Blackblot Data-driven Decision Making for Product Managers™ Course Syllabus

Course Description

DDDM for Product Managers™ (DDDM) – This course is a novel one-day program that provides attendees with the knowledge, skills, and tools to acquire and apply data literacy in product management.

Data literacy is the ability to read, work with, analyze and communicate with data. Data literacy has become an essential skill for modern product managers.

Modern companies have implemented lightweight iterative development (Agile), and consequently, product managers are expected to make data-informed product decisions with every iteration.

The Blackblot DDDM course enables attendees to:

- Understand core concepts related to data.
- Learn to analyze and leverage data.
- Make data-driven decisions.
- Communicate data-driven decisions to executive management and engineering.

This introductory training program applies to product management professionals of all levels and is synchronized with the *Blackblot PMTK Methodology™*.

Training graduates receive a one-time free registration to take the *Blackblot Product Management Professional™* (BPMP) in DDDM certification test.

Course Syllabus

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.

Steinhardt

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