

**COURSE BREAKDOWN**

Total Hours: 7.5

Knowledge Sharing: 40%

Active Application: 30%

Discussion and Reflection: 25%

Assessment: 5%

**COURSE PREREQUISITE***Foundations*

No technical knowledge, coding languages or programs are required.



# INSIGHT

***Insight*** provides a grounded and actionable approach to incorporating data into product practices and decisions. Learn how to bring your existing skills to bear to partner more effectively with your data teams to identify the problems you should solve and the priority they should have. You'll also discover how to weave data into your roadmaps, plans and presentations in a way that invites adoption.



## COURSE OBJECTIVES

### MAIN OBJECTIVE:

Learn to harness the potential of data to develop strategic insights for your organization.

### Discover trends in qualitative data collection

- Confirm robust data sources are being collected throughout the organization
- Gather and organize attitudinal data to understand what markets are saying
- Establish a taxonomy for encoding qualitative artifacts
- Assess diverse collections of qualitative data for insight

### Validate trends and verify behaviors using quantitative data

- Collect and use quantitative findings to validate qualitative findings
- Gather usage information from products to validate, refute or refine observations

### Leverage product skills when partnering with data teams

- Understand product's role in the data project process
- Align expectations of outcomes from each stage of the model
- Bring market context (problems, segments, personas) to the data discussion
- Partner with data teams to determine the value of a data project

### Introduce data to the prioritization and strategy story

- Use data to assess urgency, pervasiveness and willingness to pay
- Augment roadmaps, business plans and pricing with data
- Establish meaningful timeframes for observation of success metrics
- Align product objectives and key results to business strategy
- Create data visualization options through no-code/low-code tools



## COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact.

- Market sizing
- Strategic roadmap
- Market research
- Stakeholder communication



## COURSE MODULES

01

### Identify Trends

Use data analysis techniques to extract trends from your qualitative discovery artifacts (e.g., market visits, win-loss analyses, etc.). Consider data projects based on their level of complexity and the insights they can provide.

02

### Verify Insights with Data

Learn how to objectively validate what you're hearing from your customers using quantifiable data. Use larger organizational data and surveys to confirm insights from qualitative research.

03

### Connect Data Across the Organization

Demystify data processes and language to partner more effectively and efficiently with your data resources. Foster collaboration across your organization using shared understandings of data to improve collection and usage.

04

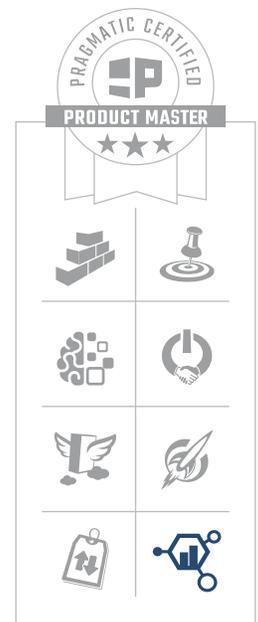
### Prioritize with Data-Driven Strategies

Leverage your understanding of business and product objectives to prioritize productive and profitable data projects. Plan and prioritize based on your collected insights and share evidence-based strategies effectively.



## COURSE REQUIREMENTS/EVALUATION

Students are required to participate in group discussions, application activities and successfully complete the certification exam associated with the course.



Attendees have the opportunity to certify in *INSIGHT* at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Master.