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 identify patterns within your data to uncover the problems you should solve and the priority they should have. Employ a scalable and repeatable process for successful data projects at all levels of complexity. You'll also learn a simple approach to weave data into your roadmaps, plans and presentations in a way that invites adoption.

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COURSE OBJECTIVES

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

Build your data repository

- Evaluate your business's data maturity
- Define key sources of organizational and market data
- Determine the current state of data collection and ownership in your business

Discover qualitative and quantitative data patterns

- Establish best practices to bring structure to qualitative data through encoding
- Separate market signal from noise in quantitative data through decoding
- Determine the patterns worth exploring further in a data project

Translate patterns into clear data questions

- Create clear questions that your data can answer
- Understand how complexity of questions affect the analysis approach

Execute a successful data project

- Learn about multiple data project types and how to determine the appropriate scope for each project
- Build alignment in projects involving data partners and data science teams
- Understand the tradeoffs involved in more complex data projects
- Consider best practices for using data tools

Be data-decisive

- Translate your data project into a compelling narrative with clear recommendations
- Adopt a repeatable process for project reporting
- Use data project results to drive key product activities across the Pragmatic Framework

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COURSE TOOLS AND TEMPLATES

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

- Action Plan
- Pragmatic Data Insights Model
- Insight Report
- Data Census
- Theme Tracker

- Data Question Types
- Machine Learning Infographic
- Data Science Glossary
- Data Science Roles
- Data Project Partner Decision Tree

COURSE MODULES

01 **Defining Data**
Understand the impact data can have on your business and product and how that impact is affected by your business's data maturity. Partner with stakeholders across the business to build a data repository to leverage both external and internal data sources to find opportunities.

02 **Data Patterns**
Separate signal from noise to find patterns worth exploring in data projects. Learn methods for pattern finding in both qualitative and quantitative data sets and how to establish best practices for your product team.

03 **Asking Data Questions**
Craft clear questions that your data can answer and provide the needed market context to the project team. Learn how complexity of questions affect the type of analysis needed to answer them.

04 **Executing Data Projects**
Use a variety of factors to determine the appropriate scope for your data project. Understand data project types and how to use the Pragmatic Data Insights Model to move through a project to find actionable value. Understand how your data partners and data science teams approach projects and the tradeoffs you may need to make. As well as how to take into account data bias and assumptions.

05 **Data-driven Recommendations**
Translate data analysis into actionable value and clear recommendations. Use the Pragmatic insight report to tell your data story and bring a data-decisive approach to activities across the Pragmatic Framework.

COURSE REQUIREMENTS/EVALUATION

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

PMC
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MANAGEMENT CERTIFICATION

Attendees have the opportunity to certify in *INSIGHT* at the end of this course and will receive their corresponding PMC-Level badge through Credly.

pragmaticinstitute.com/ certifications

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