Product Analytics
Mastery

קורס התמחות

50 שעות אקדמיות

תבנית הלימודים 2024/25

Product Analytics

קורס ההתמחות היחודי שלנו מיועד לאנשי מוצר, מנתחי נתונים ואנשי שיווק שרוצים להעמיק את הידע שלהם בניתוח התנהגות משתמשים ולקבל כלים מעשיים לשיפור ביצועי המוצר.

בקורס תלמדו את הרעיונות הבסיסיים של ה– Product Analytics ואת תפקידו של מנתח המוצר בארגון.
נצלול לעולם של מדדי ביצוע מרכזיים (KPIs), נלמד לייצר דאשבורדים אפקטיביים למעקב אחר ביצועים. למפות מסעות משתמשים , לבצע A/B Testing ולנתח נתונים כדי לייעל את חווית המשתמש.

הקורס משלב תיאוריה ותרגול מעשי, ומסתיים בפרויקט גמר בו תיישמו את הידע והכלים שרכשתם.
בסיום הקורס, תהיו מצוידים במיומנויות הדרושות כדי לנתח לעומק את ההתנהגות של המשתמשים שלכם, לזהות הזדמנויות לשיפור, ולהוביל את פיתוח המוצר בהתבסס על תובנות מהשטח.

Syllabus

Introduction to Product Analytics

Provide an overview of product analytics, core terms, and the role of a product analyst.

Overview of Product Analytics

- Definition and importance of product analytics in decision-making.
- Differences between product analytics and traditional business analytics.
- Roles and responsibilities of a product analyst.

Key Concepts

- Product lifecycle stages (development, launch, growth, maturity).
- Distinction between user experience and user interface (UI/UX).

Tools and Technologies

- Introduction to common analytics platforms.

Key Performance Indicators (KPIs)

Identify relevant KPIs for different products and create effective KPI dashboards for monitoring product performance.

Understanding KPIs

- Definition and significance of KPIs in assessing product success.
- Types of KPIs: quantitative (metrics) vs. qualitative (user feedback).

Selecting KPIs for Your Product

- Identifying key metrics like conversion rate, churn rate, and customer lifetime value.
- Aligning KPIs with overall business objectives and goals.

Syllabus

User Behavior and Funnels

Map user journeys and identify conversion funnels, analyze and optimize user paths to improve conversions.

User Journey

- Creating user personas to represent target audience segments.
- Utilizing customer journey maps to visualize user interactions.

Conversion Funnels

- Understanding and designing funnels for different product stages.
- Analyzing drop-off points to identify optimization opportunities.
- Funnel Conversions & Funnel optimizations.

Inspecting Elements and UI Events

Learn to use browser developer tools to analyze user interactions and implement effective tracking of UI events to gather actionable data.

Understanding Inspect Element

- How to access and navigate browser developer tools.
- Analyzing front-end performance metrics (load times, responsiveness).

Tracking UI Events

- Types of UI events to track (clicks, form submissions, scroll depth).
- Implementing event tracking for better insights into user behaviour.

Analyzing User Interactions

- Utilizing heatmaps and click maps to visualize user engagement.
- Identifying areas of improvement based on user interaction data.

Syllabus

A/B Testing and Experimentation

Design and implement effective A/B tests to validate hypotheses analyze test results to inform product decisions.

Fundamentals of A/B Testing

- Definition and purpose of A/B testing in product development.
- Designing effective tests (hypothesis, control, and variant).

Statistical Significance

- Understanding the concept of hypothesis testing in A/B testing.
- Calculating sample sizes needed for meaningful results.

T-Test and Bootstrap Test

- Intro to T-Test with python.
- How to properly conduct Tests.

Analyzing A/B Test Results

- Pre-test and post-test analyses.
- Best practices for interpreting A/B test data.

Advanced Concepts in Product Analytics

Explore advanced analytical techniques and their application in product analytics and understand ethical considerations in data analytics.

Cohort Analysis

- Definition and benefits of cohort analysis for understanding user behavior.
- Tools and techniques for performing cohort analysis effectively.
- Funnel Analysis.

Syllabus

Funnels definition

- Funnels Analysis.

Ethics in Analytics

- Understanding privacy concerns and ethical data usage (PII, GDPR, CCPA).
- Best practices for ensuring data compliance and ethical standards.

Bonus: Web Analytics

Gain the fundamentals of web analytics and its application in product analytics and implement tracking and analyze web traffic data effectively.

Introduction to Web Analytics

- Understanding key metrics: page views, sessions, Heatmaps, Fold, bounce rate.
- Understanding user behavior.

Data Analysis Techniques and Tools

- Analyzing traffic sources (organic, paid, referral).
- Understanding user demographics and behaviour patterns.
- Intro to web & product analytics tools (such as Hotjar).

Final Project

Our graduates work here

Payoneer

similarweb

Medtronic

NVIDIA.

amdocs

Ness

Deloitte.

riskified

NICE

SciPlay

בנק הפועלים

fiverr.

NATURAL INTELLIGENCE

Artlist

לאומי leumi

tipalti

oilove

PAGAYA

PLARIUM

אלטשולר שחם

WIX

RISE

דיסקונט

eToro

gloat

Kornit Digital

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