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COURSE BROCHURE

# Product Manager Metrics and Backlog Prioritisation Training Course

10 – 14 October 2027
Dubai

# Product Manager Metrics and Backlog Prioritisation Training Course

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Product Manager Metrics and Backlog Prioritisation is a 1-week training course for product managers and product owners who must show why one backlog item earns its place ahead of another, ending with a product evidence scorecard for one product line. Organisations now expect roadmap choices to rest on observed customer behaviour rather than the loudest request. Jupiter Prime Training sets these product metrics within the commercial and customer decisions they serve.

## Why Product Manager Metrics and Backlog Prioritisation Matter Now

Three pressures shape product metrics today. Customers switch quickly when a feature disappoints, so retention signals arrive earlier and louder than revenue signals. Engineering capacity stays scarce, so every sprint slot is a trade-off. Commercial leaders ask product owners to defend a roadmap with evidence. A product line that measures the right behaviours ships fewer unused features; one that counts vanity numbers funds the wrong backlog items.

## Who Gains Most from Product Manager Metrics and Backlog Prioritisation

- Those who own a product line roadmap and answer for its outcomes to sponsors
- Those who refine and order the backlog each sprint with delivery squads
- Those who define release scope and decide when a feature is ready to widen
- Those who translate customer research and support feedback into product requirements
- Those who report product health to commercial, finance and operations leaders

A product group that sends its owner, its backlog lead and its customer insight lead together gains most.

## Product Manager Metrics and Backlog Prioritisation Capabilities

Participants move from counting activity to linking each backlog choice with a measured customer behaviour.

- Specify a north-star measure and supporting input measures for one product line — sponsor reporting
- Build a conversion funnel and retention curve from event records — feature investment choices
- Assess feature usage depth and breadth against intended behaviour — retire or redesign decisions
- Weigh backlog items by reach, impact, confidence and effort — sprint ordering with delivery squads
- Design a controlled release with a holdout group and stop rules — release widening decisions
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Communicate product evidence in a scorecard sponsors can read quickly — quarterly roadmap reviews

## Key Product Manager Metrics and Backlog Prioritisation Terms

- North-star measure — the single customer behaviour that best reflects the lasting value a product line delivers.
- Input measure — a behaviour a squad can influence directly that is expected to move the north-star measure.
- Retention curve — a chart of the share of a starting user group that remains active over successive periods.
- Feature adoption rate — the share of eligible users who use a feature at least once in a set period.
- Holdout group — users deliberately kept on the current version so a release can be compared fairly.
- Cost of delay — the value lost for each period a backlog item waits before customers receive it.

## Product Manager Metrics and Backlog Prioritisation Day by Day

### Day 1: Product Outcomes and Success Measures

- Product Vision Statement — Which Customer Outcome the Product Line Serves
- North-Star Measure Selection — Aligning Squads Behind One Lasting Behaviour
- Input Measure Tree — Linking Squad Work to the Headline Measure
- Vanity Versus Actionable Measures — Removing Numbers That Mislead Sponsors
- Measure Definition Sheet — Agreeing Formulas, Owners and Review Rhythm

### Day 2: Funnels and Retention Behaviour

- Event Tracking Plan — Which User Actions the Product Must Record
- Conversion Funnel Mapping — Locating the Step Where Users Abandon
- Starting Group Retention Curves — Judging Whether Early Users Stay Active
- Churn Reason Coding — Connecting Departures to Product Gaps
- Activation Moment Analysis — Defining When a New User Gains Value

### Day 3: Feature Usage Evidence

- Feature Adoption Rate — Separating Discovery Problems from Value Problems
- Usage Depth and Frequency Matrix — Choosing Features to Expand or Retire
- Customer Interview Synthesis — Explaining the Reasons Behind Usage Patterns
- Support Ticket Theme Analysis — Spotting Friction the Event Records Miss
- Opportunity Sizing Sheet — Estimating Reach Before Committing Sprint Capacity

## Day 4: Evidence-Based Backlog Ordering and Controlled Releases

- Reach, Impact, Confidence and Effort Scoring — Ordering Competing Backlog Items
- Cost of Delay Estimation — Sequencing Items When Capacity Is Tight
- Assumption Mapping — Choosing Which Risky Belief to Test First
- Controlled Release With Holdout Group — Comparing New and Current Versions Fairly
- Feature Flag Rollout Plan — Widening, Pausing or Reversing a Release

## Day 5: Practising the Product Evidence Scorecard

- Measure Tree Refresh for a Chosen Product Line — Confirming Scorecard Measures
- Funnel and Retention Findings Summary — Highlighting the Biggest Behaviour Gap
- Scored Backlog Shortlist — Justifying the Next Three Sprint Commitments
- Release Result Reading — Deciding Whether a Tested Change Should Widen
- Product Evidence Scorecard — Presenting One Product Line to Sponsors

## Applying Product Manager Metrics and Backlog Prioritisation After the Course

- Rebuild the input measure tree for one product line with its delivery squad.
- Rescore the top ten backlog items by reach, impact, confidence and effort and plan one controlled release with a holdout group.

## Product Manager Metrics and Backlog Prioritisation Questions FAQ

### What are product manager metrics and backlog prioritisation, and why do they matter now?

They are the measures that show how customers use a product and the method of ordering work by that evidence. They matter now because sponsors expect roadmap choices defended with observed behaviour while engineering capacity stays limited.

### Which roles gain most from product manager metrics and backlog prioritisation?

Product managers and product owners gain most, especially those who order a backlog each sprint, set release scope or report product health.

### How does a product manager metrics and backlog prioritisation course differ from a general analytics course?

It focuses on product decisions rather than statistical technique, applying funnels, retention curves, usage evidence and release comparisons directly to ordering a product backlog and widening releases.

## What do you bring back from product manager metrics and backlog prioritisation training?

You bring back a scorecard for one product line built during the course. It holds agreed success measures, a scored backlog shortlist and a release test plan.

## Product Manager Metrics and Backlog Prioritisation: The Way Forward

The product evidence scorecard first informs which three backlog items the squad commits to next. Product owners use it in sprint planning; sponsors read it in roadmap reviews. After its first use, revisit the north-star measure itself, since tested releases may reveal a better signal of lasting value.