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COURSE BROCHURE

Advanced User Behaviour and Product Event Analytics Training Course

15 – 26 November 2027
Madrid

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Ref: 2527_95968 **Date:** 15 – 26 November 2027 **Location:** Madrid **Fees:** 11100 GBP

User Behaviour and Product Event Analytics is a 2-week advanced training course for customer insight and digital analysts who produce a behavioural insight playbook explaining why users act and what they will do next. Apps, portals and connected services now record every tap and click, yet many organisations still guess at user intent. Jupiter Prime Training treats User Behaviour and Product Event Analytics as the bridge between raw event streams and product choices.

Why User Behaviour and Product Event Analytics Matters Now

Three forces shape this field: product teams releasing features weekly and needing fast evidence, privacy expectations limiting which identifiers can be tracked, and executives asking digital channels to prove their contribution. Organisations that read event trails well remove friction early, target retention offers precisely and stop features nobody uses. Those that read them badly chase vanity counts and misjudge why customers leave. The course rests on a staged analytics process from business question to deployed insight, combined with consent-aware tracking design and controlled experimentation.

Who Gains Most from User Behaviour and Product Event Analytics

- Analysts who interpret clickstream and in-app activity for product owners
- Insight specialists who explain conversion and churn to marketing leads
- Owners of tracking plans and event naming conventions
- Experimentation leads who design and read controlled tests
- Digital channel analysts in retail, banking, telecoms and public services

A digital product group that sends its analysts, tracking owner and experimentation lead together gains most, because they agree one event vocabulary.

User Behaviour and Product Event Analytics Capabilities

Participants turn raw event logs into explanations of user choice and forecasts of next actions.

- Design a tracking plan with consistent event names and properties — product owners
- Build conversion funnels that locate drop-off by step and segment — growth leads
- Calculate cohort retention curves and lifecycle stages — subscription managers
- Apply behavioural clustering to define usage personas — marketing strategists
- Test changes with sound sample sizes and guardrail metrics — release decisions
- Specify churn and propensity scores from event sequences — retention budgets

Key User Behaviour and Product Event Analytics Terms

- Event — a timestamped record of one user action, such as a tap, search or purchase, with descriptive properties.
- Tracking plan — the agreed list of events, properties and naming rules that every product release must follow.
- Conversion funnel — an ordered sequence of steps showing how many users complete each stage toward a goal.
- Cohort retention — the share of users from one start period who return in later periods.
- Guardrail metric — a measure watched during an experiment to catch harm outside the main goal.
- Propensity score — a modelled probability that a user takes a named action, such as upgrading or leaving.

User Behaviour and Product Event Analytics Day by Day

Day 1: The Behavioural Evidence Landscape

- Product Question Inventory — Which Behaviours Matter to the Business
- Primary Outcome Metric Selection — Aligning Teams on One Outcome
- Consent-Aware Tracking Principles — What May Be Recorded
- Behavioural Economics Primer — Biases Behind Digital Choices
- Insight Request Triage Board — Prioritising Analyst Effort

Day 2: Designing the Tracking Plan

- Event Taxonomy Design — Naming Actions and Properties Consistently
- Identity Stitching Rules — Linking Anonymous and Known Users
- Session Definition Choices — Time-Outs and Cross-Device Visits
- Instrumentation Specification Sheet — Handover to Developers
- Tracking Validation Tests — Catching Missing or Duplicate Events

Day 3: Shaping Event Tables

- Event Log Structures — Wide Versus Long Tables
- User-Level Aggregation — Building Behaviour Feature Sets
- Bot and Internal Traffic Filtering — Clean Base Populations
- Late and Out-of-Order Events — Reliable Daily Counts
- Event Quality Monitor — Alerting on Volume Anomalies

Day 4: Funnels and Paths

- Conversion Funnel Construction — Step Order and Time Windows
- Drop-Off Segmentation — Device, Channel and Tenure Effects
- Path Flow Diagrams — Unexpected Routes to Goals
- Friction Signal Detection — Rage Clicks and Repeated Errors
- Funnel Fix Prioritisation Grid — Effort Against Recovered Conversions

Day 5: Cohorts and Retention

- Acquisition Cohort Tables — Comparing Start-Period Quality
- Retention Curve Shapes — Flattening Versus Decaying Use
- Lifecycle Stage Model — New, Active, Dormant and Returning
- Stickiness Ratios — Daily Against Monthly Engagement
- Feature Adoption Tracking — Which Releases Earn Repeat Use

Day 6: Behavioural Segmentation

- Recency, Frequency and Depth Scores — Ranking User Value
- Behavioural Clustering — Usage Personas from Event Features
- Segment Stability Checks — Personas That Hold Over Time
- Persona Profile Cards — Briefing Marketing and Design
- Segment-Level Targeting Rules — Messages and Offers

Day 7: Experiment Design

- Hypothesis and Metric Specification — Primary and Guardrail Measures
- Sample Size and Power Calculation — Test Duration Decisions
- Randomisation Unit Choice — User, Session or Account
- Sequential Peeking Risks — When Results Can Be Read
- Experiment Readout Template — Ship, Iterate or Stop

Day 8: Predicting User Actions

- Event Sequence Features — Signals Preceding Churn or Upgrade
- Churn Propensity Modelling — Ranking Users at Risk
- Uplift Modelling — Who Responds to an Intervention
- Score Calibration and Drift Checks — Trustworthy Predictions
- Next-Best-Action Rules — Triggering Timely Engagement

Day 9: Communicating Behavioural Insight

- Insight Narrative Canvas — Observation, Cause, Action
- Product Health Dashboard Design — Weekly Review Rhythm
- Causal Claims Discipline — Correlation Versus Tested Effect
- Stakeholder Readout Rehearsal — Product, Marketing and Finance
- Insight Backlog Handover — Owners and Follow-Up Dates

Day 10: Practising the Behavioural Insight Playbook

- Tracking Plan Audit on a Live Product — Gaps to Fix
- Funnel and Cohort Findings Combined — Priority Friction Points
- Segment and Propensity Results Applied — Targeted Retention Moves
- Experiment Roadmap Drafting — Tests for the Next Quarter
- Behavioural Insight Playbook Completed — Recommendations for Product Leadership

Applying User Behaviour and Product Event Analytics After the Course

- Audit the tracking plan of one digital journey, retire unused events and fix naming conflicts with developers.
- Run one controlled test on the largest funnel drop-off, with a calculated sample size and a guardrail metric agreed in advance.

User Behaviour and Product Event Analytics Questions FAQ

What is User Behaviour and Product Event Analytics and why does it matter now?

User Behaviour and Product Event Analytics explains user choices from timestamped actions in apps and websites. It matters now because products change weekly and teams need quick, trustworthy evidence on what users actually do.

Which roles gain most from User Behaviour and Product Event Analytics?

Digital analysts, customer insight specialists, tracking plan owners and experimentation leads gain most from User Behaviour and Product Event Analytics. Each turns event trails into product, marketing or retention choices.

How does User Behaviour and Product Event Analytics differ from a customer journey mapping course?

User Behaviour and Product Event Analytics works from recorded event logs rather than interviews and journey sessions. A journey mapping course studies perceptions; this one measures funnels, cohorts, experiments and propensity scores.

What do you bring back from User Behaviour and Product Event Analytics?

You bring back a structured set of findings and next steps. It covers tracking gaps, priority friction points, behavioural segments, propensity rules and a test roadmap for your own product.

User Behaviour and Product Event Analytics: The Way Forward

The behavioural insight playbook first informs which friction point the product team fixes next. Product owners, growth marketers and analysts use it to agree tests and retention moves on shared evidence. After its first use, revisit the tracking plan and consent boundaries, since new features and privacy expectations change what can be measured and how far each finding can be trusted.