

ICAgile Micro-Credential: AI for Product Metrics

Workshop Overview

What if AI could take the guesswork out of your product decisions? This micro-credential offers a hands-on introduction to using AI tools to identify, track, and act on product analytics.

- **Uncover Meaningful Metrics** – Use AI to identify the most relevant product health and performance indicators.
- **Analyze Product Outcomes** – Apply AI to evaluate feature success, customer impact, and usage trends.
- **Drive Data-Informed Action** – Translate AI insights into clear next steps for product teams.

By the end of the course, you'll walk away with practical AI experience and product insights ready to inform your next decision.

Target Audience

Individuals curious to apply AI to identify relevant product metrics, analyze results, and use product metrics to inform decision making.

Professionals in leadership, product design, product ownership, product management, business analysis, marketing, and sales roles.

Learning Outcomes

- Evaluate at least three product metrics for a case study or real-world scenario using AI-generated insights. Describe the strengths and weaknesses of each metric in terms of relevance, effectiveness, and accuracy, and propose one improvement for each.
- Generate at least three new or refined product metrics, each aligned to business or product goals, using AI tools for a case study or real-world scenario. Evaluate the validity of each metric and its usefulness in supporting decision making.
- Recommend at least two product decisions (such as developing a new feature, pivoting to a new strategy, or stopping development) based on AI-generated metric analysis for a case study or real-world scenario. Explain the rationale for each recommendation, including the key metrics and decision-making process involved.
- Create a simple visualization (such as one-page report or dashboard mockup) of product metrics that includes AI generated insights and recommended actions for a case study or real-world scenario. Critique the AI's presentation and interpretation of the data, identify potential gaps or biases, and refine the



recommendations using human judgment to ensure clarity, relevance, and ethical alignment.

- Explain the iterative process of identifying, analyzing, and refining product metrics and decisions using AI, highlighting how continuous learning and adaptation support success throughout the product lifecycle.
- Examine the limitations, risks, and ethical considerations of using AI for product metric identification, analysis, and decision-making. Provide examples and propose strategies to address potential concerns.

Prerequisites

Learners should have:

General knowledge of generative AI or completion of AI training such as Foundations of AI (ICP-FAI). Completion of Agile Product Management (ICP-PDM) or equivalent product knowledge.

About Us



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ICAgile helps professionals transform themselves into agile masters who can incorporate agile methods and go beyond the constraints of agile processes. We do this by ensuring that the Agile workshops you take are certified based on proven, discipline-specific learning outcomes. As a certification body – backed by agile thought leaders – ICAgile work with training providers and organizations to certify their agile workshops and ensure that all learning leads you on your journey to agile mastery.