

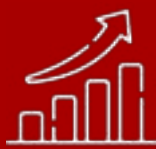
PGP in Product Management & Data Science

6 + 6 Months | Online Instructor Led



17 Lakhs

Median Salary - Product Manager



Top 4

trending careers in 2022
(#4 Product Management)



1 Lakh

Job Opportunities in India

OUR VISION

“

To make **world class education** accessible for professionals.

- *Manvender Singh (Manav),*

Founder & CEO, INSAID

MBA - Indian School of Business



Why PGP in Product Management & Data Science



MASTER

Product Management & Data Science



Best in India

Most Unique Curriculum



6000+

Global Alumni Network



Suchit Majumdar

Chief Data Scientist, INSAID

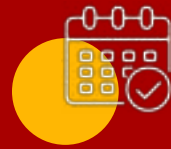
MBA, Indian School of Business



Program Highlights



LIVE
Instructor led Training



6 + 6 Months
Weekend Classes



95+
Projects & Guides



Placements
100% Career Assistance

Master 10+ Product Management & Data Science Tools...



Term 1: Introduction to Product Management

- Understanding basics of Product Management
- Who is a Product Manager?
- Different hats of a Product Manager?
- Importance of research in Product Management

Term 2: Product Strategy & Roadmap

- What is a Product Planning Cycle?
- Establishing Product Vision & Mission
- Formulating Product Strategy & Product Goals
- What is Product Backlog & Roadmap

Term 3: Product Design Thinking

- The philosophy of Design Thinking
- Decoding creativity & innovation
- Design Thinking for Product Managers
- Building MVP - Artefacts, Persona Mapping & PRDs

Competition: Design Discovery

Design Discovery requires one to apply design thinking concepts to create human-centred and action-oriented solutions. As a PM practitioner you will be competing with the best to solve a complex challenge.

Term 4: UI/UX for Product Managers

User Experience 101

User Interface 101

Importance of UI/UX for PMs

Design Mockups, Wireframes & Prototypes

Term 5: Product Engineering

Introduction to Engineering for Product Managers

Understanding Micro Services & Cloud Services

Waterfall & Agile Methodology

Understanding SCRUM and Kanban

Term 6: Product Marketing & Launch

Product Development & Planning User Tests

Planning Launch & A/B Testing

Understanding Product Marketing & Consumer Behaviour

Managing a Brand & Measuring impact of Product Marketing

Capstone Project: 1

Wittr is a major micro blogging app popular across the globe. The management team has reached out to INSAID PM consultants to help them overcome a major hurdle related to declining app usage by its customers.

The company has collected Data and figured that customers have been moving onto a major competitor app because it provides them a micro vlog feature. The company need help from you to strategize, plan and design the new feature in their app as well.

Go ahead and help the company succeed using the new feature.

Term 7: Data Analysis with Python

Data Science Fundamentals

Data Operations with Numpy

Data Manipulation with Pandas

Term 8: Data Visualization Techniques

Introduction to Data Visualization

Data Visualization using Matplotlib

Hands-on Pandas for Rapid Visualization

Seaborn for Data Visualization

Term 9: EDA & Data Storytelling

Introduction to Exploratory Data Analysis

EDA Framework Deep Dive

Scientific Exploration of Industry Data (Case Study)

Student Presentations & Insight Delivery

Mini Capstone Project

In a simulated environment, you get to work with a major Telecom company that seeks help from your team of Data Scientists to resolve a major marketing hurdle. Get a near real world exposure of working on industry problems within data science teams.

Term 10: Machine Learning Foundation

Introduction to Machine Learning

Linear Regression

Logistic Regression

Model Evaluation Techniques

Term 11: Machine Learning Intermediate

Decision Trees

Random Forests

Dimensionality Reduction using PCA

Naive Bayes Classifier

Term 12: Machine Learning Advanced (Mandatory)

KNN (K-Nearest neighbors)

K-means Clustering

Ensemble Learning

Optimization

Capstone Project: 2

Experience a real world simulation of a company problem that needs to be solved using Data Science and Machine Learning. Work with a team of Data Scientists who are working towards solving issues for a company in trouble.

Apply Top PM Frameworks

Rice Prioritization

Product Vision Board

Lean Canvas

SWOT Analysis

MoSCoW

Customer Journey

Kano

Double Diamond

AARRR

OKR

Product Opportunity
Evaluation Matrix

HEART Framework

Empathy Map
Canvas

PESTLE Analysis

Ansoff Matrix

Kapferer Brand
Identity Prism

Learn from Top Academicians



Suchit Majumdar
Sr. Faculty, INSAID



Deepesh Wadhvani
Sr. Faculty, INSAID



Lavi Nigam
Sr. Faculty, INSAID



Subhodeep Dey
Sr. Faculty, INSAID



Sai Charan Tej K
Sr. Faculty, INSAID



Manvender Singh
Sr. Faculty, INSAID



Dr. Darshan Ingle
Sr. Faculty, INSAID



Amit Goyal
Sr. Faculty, INSAID



Neelmani Gupta
Sr. Faculty, INSAID



Abhinav Kumar
Sr. Faculty, INSAID



Khanjan Desai
Sr. Faculty, INSAID



Nikhil Bhogaraju
Sr. Faculty, INSAID



Prahlad Modi
Sr. Faculty, INSAID



Rakshit Suri
Sr. Faculty, INSAID



Ishaan Anand
Sr. Faculty, INSAID



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MOCK INTERVIEWS

Participate in 1-on-1 mock interviews and be more prepared.

Program Snapshot

START DATE

Check website for latest batch start dates

DURATION

12 Months (6 + 6)

PROGRAM TERMS

12 Terms (6 in PM & 6 in DS)

WEEKLY SCHEDULE

Online classes on week-
Self practice/assignments on weekdays

PROGRAM FEE

Starting at ₹ 6,833 per month
for 18 months

Speak with PGP Program Mentor

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International School
of AI & Data Science

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