

# Metrics that Matter: Improving Product Outcomes

Turn data into decisions that accelerate product success. Metrics That Matter empowers teams and leaders to go beyond activity tracking and focus on metrics that truly drive customer value and team performance. This on-demand microcredential helps organizations build a data-informed culture that supports smarter prioritization and continuous improvement. Learners earn a lifetime microcredential and digital badge.

## On-demand

**Duration:**  
2+ hours

**Credential:**  
Microcredential

**Languages:**  
English



### Who it's for

- Product leaders driving outcome performance
- Agile and delivery teams seeking meaningful insights
- Product owners, scrum masters, team leads, and PMs
- Business analysts focused on value metrics
- Organizations scaling agile or hybrid delivery
- Stakeholders responsible for delivery transparency



### Why it matters for enterprises

Organizations need metrics that inform decisions, not just report activity. Metrics That Matter helps teams focus on measures that reveal product outcomes, customer value, and opportunities for improvement. Selecting meaningful metrics leads to better decision-making and stronger alignment between product goals, delivery efforts, and stakeholder expectations.



### Key learning outcomes

- Identify metrics that reflect real value and business outcomes
- Interpret and apply metrics to improve product decisions
- Replace activity tracking with outcome-focused measures
- Improve forecasting and prioritization with data insights
- Align teams and stakeholders through shared performance indicators
- Build a culture of continuous improvement and performance clarity
- Leverage metrics to reduce guesswork and elevate product impact

### Course modules

1. Introduction to Metrics
2. Using Metrics in an Agile Way
3. Key Metrics for Agile Teams

**"I had a great experience with the Scrum Alliance, and I'm proud to be a new member of this organization."**

— Scrum Alliance member

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