

IS 6120 Product Experimentation and Analytics

Learn. Apply. Discuss.

The course is taught in **five days**, spread over the first half of the semester. It combines conceptual input and hands-on application throughout each day. Rather than separating theory and practice across different weeks, the block format allows you to move directly between learning new concepts and applying them.

Alongside the lectures, you will:

- **test and consolidate your understanding** through short quizzes and joint discussions, and
- **work in teams on real-world data exercises**, applying analytics methods to realistic business problems and discussing your recommendations with the class.

The five block days at a glance

	Lecture Focus	Hands-on Application
Day 1 10.09.26	Foundations of Product Experimentation and Analytics	R Tutorial: Working with Data
Day 2 11.09.26	Product Experimentation Methods (A/B Tests, Bandits)	R Tutorial: Descriptive Statistics & Regression · A/B Quiz
Day 3 08.10.26	Product Experimentation Methods (A/B Tests, Bandits)	Bandit Quiz · Case Workshop
Day 4 16.10.26	Product Experimentation Methods (Difference-in-differences)	Difference-in-differences Quiz & Discussion
Day 5 23.10.26	Organizing Experimentation · Legal & Ethics	Case Workshop · Mock Exam & Exam Q&A
10.11.26 08:30 – 09:30	Exam	

5 block days · 6 ECTS · 60-minute written exam · No prior R experience required