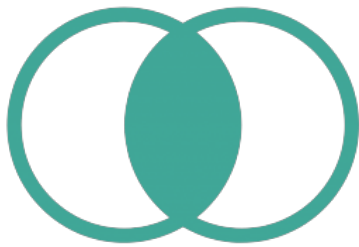


## Product Analytics Academy offers data courses for product managers, focuses on Mixpanel



# PRODUCT ANALYTICS ACADEMY

**Los Angeles, California Aug 1, 2022 ([Issuewire.com](https://www.issuewire.com))** - As companies continue to emphasize the importance of analytics and product-led growth, the need for data literacy has grown tremendously. It's no longer enough to simply have a data team to serve a startup's needs; data literacy needs to be a requirement for all team members, in particular those tasked with optimizing the product experience.

This is why Mentat Analytics LLC - a top-rated Mixpanel partner - has launched [Product Analytics Academy](#). Product managers who are looking to improve their data skills can now sign up to learn from an industry veteran through a set of self-paced video courses. PAA's videos are concise and use only examples taken from real-world scenarios. Each course includes recaps of key points, as well as exercises that reflect exactly the types of problems product managers will come across. Product managers don't need any technical background to get started.

No product analytics course is complete without teaching its learners about product intelligence platforms. As firm believers in Mixpanel's platform, The team behind PAA uses Mixpanel as its preferred analytics tool, with key lessons dedicated to teaching its learners how to use Mixpanel to truly understand their users' journey throughout a product. Learners will get an in-depth understanding of how to use Mixpanel features like Insights and Funnels while gathering other necessary product analytics skills like building a tracking plan and developing strong product metrics.

### About Mentat Analytics LLC:

Mentat Analytics is an analytics consulting agency based in Los Angeles, CA. Starting in 2021, Mentat quickly rose to become the highest-rated partner of Mixpanel's partner directory. They offer Mixpanel implementation services, as well as addressing other business intelligence needs such as the setup of a Modern Data Stack and general data strategy development. Product Analytics Academy was created by Mentat Analytics based on their experiences helping product teams derive valuable insights from their data.

## Media Contact

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Source : Mentat Analytics LLC

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