

SmartSuite

Project & Portfolio Management › Product Management Operations · Datasheet

Product Analytics & Insights

Measure product performance, track feature adoption, and gain actionable insights with real-time analytics.

SKU	BUS - PRD - ANL
Solution area	Project & Portfolio Management
Works with	Product Backlog & Feature Management, Release Management & Planning, Customer Feedback & Feature Requests, Product Strategy & Roadmapping
Updated	Sep 26, 2026
Datasheet	v1.0

What it is

Product Analytics & Insights is the process of collecting, analyzing, and interpreting product data to understand usage, performance, and outcomes. It enables product teams to make data-driven decisions and improve product success.

SmartSuite's Product Analytics & Insights solution provides a structured, scalable system to measure product performance, track feature usage, and generate insights that drive better product decisions.

It enables organizations to move from fragmented reporting and disconnected data to a centralized, insight-driven product analytics system.

Core capabilities

Feature Usage & Adoption Tracking

Measure how features are used across the product.

Product Performance Metrics

Track engagement, activity, and outcomes.

Release Impact Analysis

Evaluate the success of product releases.

Customer Behavior Insights

Understand how users interact with the product.

Trend Analysis & Forecasting

Identify patterns and predict future performance.

Integration with Product Workflows

Connect analytics to backlog, roadmap, and releases.

Real-Time Dashboards & Reporting

Monitor performance and trends.

Data Visualization & Insights

Present data in actionable formats.

Workflow Automation & Alerts

Trigger actions based on insights.

The Product Analytics Lifecycle

Step 1 Capture Product Data Collect usage and performance data.	Step 2 Analyze Trends & Behavior Identify patterns and insights.	Step 3 Evaluate Performance & Impact Measure outcomes and effectiveness.	Step 4 Inform Product Decisions Apply insights to backlog and strategy.	Step 5 Optimize Continuously Refine product based on data.
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Who it is for

Product Manager (PM) Analyze product performance and make decisions.	Product Analyst Generate insights and track metrics.	Engineering Teams Understand feature usage and impact.
Customer Success Teams Monitor user behavior and engagement.	Executive Leadership Track product performance and outcomes.	Operations Teams Align product performance with business goals.

Works with

Product Backlog & Feature Management Tracks feature performance.	Release Management & Planning Measures release outcomes.
Customer Feedback & Feature Requests Combines data with user input.	Product Strategy & Roadmapping Aligns insights with strategy.

Built differently. Product Analytics & Insights runs on the same relational platform as every other SmartSuite product, so its records link to the risks, controls, issues and evidence they affect, and every report reflects the current state rather than a copy.

See it working with your data

Ask your SmartSuite account team for a demo of Product Analytics & Insights configured for your organization, or read the full product entry at smartsuite.com/products/product-analytics-insights.

Schedule a demo