MARKETING ANALYTICS

PROGRAM DESCRIPTION & OBJECTIVES

Business Analytics, Big Data and Data Science are very hot topics today, and for good reasons. Companies are sitting on a treasure trove of data, but frequently lack the skills and people to analyze and exploit that data efficiently. Those companies who develop the skills and hire the right people to analyze and exploit that data will have a clear competitive advantage. It's especially true in one domain: marketing. About 90% of the data collected by companies today are related to customer actions and marketing activities. The domain of Marketing Analytics is absolutely huge, and may cover fancy topics such as text mining, social network analysis, sentiment analysis, real-time bidding, online campaign optimization, and so on. But at the heart of marketing analytics, lie a few basic questions that often remain unanswered:

- Who are my customers,
- Which customers should I target and spend most of my marketing budget on, and
- What's the future value of my customers so I can concentrate on those who will be worth the most to the company in the future?

That's exactly what this course will cover: segmentation is all about understanding your customers, scorings models are about targeting the right ones, and customer lifetime value is about anticipating their future value. These are the basis of Marketing Analytics. And that's what you'll learn to do in this course.

COURSE CONTENT

- Basics of Marketing Analytics
- Statistical segmentation
- Managerial segmentation
- Targeting and scoring models
- Customer lifetime value

AUDIENCE

This program aims to a retailing data set that we'll be using throughout this course. We will setup the environment, load the data in R (we'll be using the RStudio environment), and explore it using simple SQL statements. Both these tools will be explained in sessions, and, wherever required.

COURSE SCHEDULE

Day1
- Basics of Marketing Analytics
- Statistical segmentation
- Managerial segmentation

Day2
- Targeting and scoring models
- Customer lifetime value

BRIEF PROFILE

Srivastava, Riktesh, is an Associate Professor, Information Systems at Skyline University College, Sharjah. He is PhD in Information Systems and Executive Qualification in Management from prestigious Indian Institute of Management, Ahmedabad (IIMA). Apart, he holds Masters in ECE (MS), Information Technology (ME) and Marketing (MBA). Dr Srivastava had also accomplished certification programs on:

- Marketing-Wharton School, University of Pennsylvania
- Customer Analytics-Wharton School, University of Pennsylvania
- Electronic Commerce, NTU, Singapore

Total Experience of 17+ years, has written 3 books (OS, C++ Programming and RDBMS) and published 50+ papers in International Journals and Conferences.