

Marketing Analytics in Practice

Overview :

Marketing Analytics is a set of tools and techniques that can be used to improve performance through fact-based decision-making. Data Exploration, Business Intelligence and Data Mining have been there for a while and helped Businesses to create Data Discipline in the organization. Business Analytics is the subset of Business Intelligence, which helps companies to understand the past and predict the future to improve company's effectiveness in the market place.

In the book "Competing on analytics: The new science of winning", Thomas Devonport claims that a significant proportion of high-performance companies have high analytical skills among their personnel. In a research by MIT Sloan Management Institute it has been found that 51 % companies used Analytics to gain competitive advantage while others have been struggling.

Objectives :

The course is designed to provide basic knowledge of handling data and Analytics' tools that can be used for fact-based decision-making in the area of marketing. The broader Course Objectives are:

- Understand the role of business analytics within an organization.
- To gain an understanding of how managers use marketing analytics to formulate and solve business problems and to support managerial decision making.
- Use analytics in customer requirement analysis and marketing area.
- To become familiar with the processes needed to develop, report, and analyze data in marketing application.
- To learn how to use and apply Excel and Excel add-ins to solve marketing problems.

Agenda:

Day 1 :

Session 1 : Inside the Business Analytics Process

- Different types of data; Data summarization methods; Tables, Graphs, Charts, Histograms, Frequency distributions, Relative frequency measures of central tendency and dispersion etc.
- Data, models and results
- Knowledge to wisdom

Session 2 : How it works: Data to Results

- Managing and manipulating data
- Modeling and optimization techniques
- Descriptive & Predictive Analytics

Day 2 :

Session 3 : Prescriptive Analytics

- Patterns, trends and differences
- Data visualisation

Session 4 : Marketing Analytics: Its Applications

- Social Media Analytics: Text mining and sentiment analysis
- Price elasticity and pricing strategy
- Customer lifetime value (CLV)
- New product analysis

Methodologies

The course delivery will be interactive in nature. It will have a blend of live Examples, Case studies, scenarios, Videos, surveys and Games to facilitate

- Experiential Learning
- Experience Sharing
- Insightful Sessions

Who should attend the Course ?

The Course is aimed at CMOs, CDOs and Senior Managers in Sale and Marketing who are keen on understanding their markets and customers through the application of analytical techniques on various sources of data. Working professionals with roles in Retailing, Branding, Advertising, Communication and Digital Marketing.

What are the benefits of attending the Workshop ?

In this VUCA world competitive advantage is the key to success. The course will empower the participants to identify & develop competitive advantage in respective areas through

- Understanding of Data and usage of Data for improvement
- Identify & Initiate Analytics Projects in marketing and significantly improve results
- Begin Fact based Decision Making

Speaker

Dr. Bishram has over 33 years of professional experience at various senior levels including SBU Head and CIO- in the Manufacturing industry in companies like Tata Steel, Ispat Industries, Datamatics, Tata Infotech/ Tata Consultancy Services and Lionbridge

Technologies. He has worked in verticals like Manufacturing, Retail, Transportation, Education, Publishing and Healthcare. He has transformed business with his consulting acumen. He completed his B. Tech. in Industrial Engineering with a Gold medal. He is also credited with three Gold medals during his PGDBM (XLRI) and secured rank at National level in CFA curriculum. His versatile educational background, analytical skills and wide experience make him unique for consulting and teaching work. He is passionate about improving organizational performance using various improvement tools and techniques.