

### Overview:

Customers have access to information anywhere, anytime including where to shop, what to buy, how much to pay etc: and are getting more empowered in today's marketplace. Companies are investing heavily in understanding their likes and dislikes so that they can make informed business decisions. They have access to customer data they acquired using the transaction history over a period of time; responses from promotional campaigns; details about newly acquired customers and past customers, and; details about customers who are their advocates in the social media. Customer analytics is the process of collecting and analyzing customer data to understand customers' needs, price sensitivity, doubts in choosing products/services, etc., and develop targeted marketing and sales activities. The goal of customer analytics is to create a single, accurate view of a customer to make decisions about how best to acquire and retain customers, identify high-value customers and proactively interact with them. The better the understanding of a customer's buying habits and lifestyle preferences, the more accurate predictive behaviours become and the better the customer journey becomes. This program focuses on the quantitative and modelling aspects of customer management strategies that lead to firm profitability in the future.

### Objectives:

- A better understanding of customer journeys using the various sources of data available within the organization.
- Analyze customer data using the most current theories, tools and procedures
- Use the results to support a variety of decisions, which will result in Increased customer retention and loyalty

### Contents:

- Customer-centric marketing

- Prospecting and targeting the right customers
- Customer satisfaction, switching costs, and loyalty
- Descriptive Analytics -Most effective methods for collecting data and deciding what it means
- Predictive Analytics -Language and the frameworks for making predictions of future behaviour
- Prescriptive Analytics - Provide recommendations for actions, you can take to achieve business goals
- Ethics and other concerns.

### Pedagogy:

The program uses a series of case studies, datasets, hands-on analysis and new analytics tools to aid participants in understanding customer behaviour. We will be using R and Excel for this program.

### Key takeaways

Participants will be able to map the journey of their customer and identify places where technology and analytics can help in improving their experience apart from expansion of professional and personal network.

### Who Should Attend?

This programme is meant for working professionals who are involved with Customer interface in public & private organizations, with at least three years of work experience

### Program Directors

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