

Online Programme on Leveraging Data Analytics to Enhance Customer Experience and Profitability

(October 12 - 14, 2020)

(Duration 18 Hours)

Programme Overview

In the age of Big Data, data science increasingly plays a fundamental role in marketing decision making. With increased accountability on marketing spends, the practice of measuring, managing and analysing marketing performance to maximise effectiveness of the expenditure is becoming ever more important. Great marketing decisions are typically based on the sophisticated analysis of timely in-depth consumer, competitor and environmental information. In marketing, we can enhance the quality of decision making through better understanding of products, customers and competitors by leveraging data. The growth and availability of data has given rise to many challenges that include data acquisition, pre-processing, analysis and analytics.

This course aims to provide a theoretical background to analysing customer behaviour data and using statistical models for making decisions. We will use a combination of text book and real-world examples to make the participants appreciate the application in a business environment.

Programme Objectives

The three-day intensive programme will cover the quantitative aspects of data analytics and their application in the area of marketing decisions. The programme will give an intuitive understanding of the some of the statistical techniques, their implementation using open source technologies viz. R and application in marketing.

The following are the topics that will be discussed:

- Descriptive statistics and their implementation in R
- Machine learning algorithms and their implementation in R
- Applications / use cases of quantitative techniques in marketing
- An appreciation of the privacy and ethical issues around usage of customer data
- Obtaining insights from data through visualization

The following are some of the techniques that will be covered in this programme:

- Understanding Markets using Conjoint Analysis
- Targeting Customers and Predicting Customer Choice using Logistic Regression
- Assessing Customer Propensity to Churn
- Product positioning using Perceptual Maps
- Market Basket Analysis and Recommendation Systems
- Understanding Social Networks

Learning Outcomes

After taking this programme, the participants should be able to do the following:

- Learn and implement various steps needed to obtain insights from marketing data analytics
- Learn analytical and customer theories to apply appropriate techniques based on the problems at hand and the nature of data available
- Appreciate the potential ways in which customer and transaction data can be leveraged for better decision making
- Demonstrate how to gain insight from the analysis of data and to recommend an appropriate course of action based on empirical evidence
- Participants will learn a statistical software package appropriate to handling customer data viz. R and a popular visualization software viz. Tableau

Pedagogy

The programme will use right combination of online lectures, hands on exercises and case studies. Participants will be provided datasets with a business problem on which they will work in teams.

Who Should Take This Course?

This programme is designed for both technology professionals and marketing managers working in close contact with technology who would like to know how data science will transform marketing activities. Participants seeking broader understanding of the impact of data science and artificial intelligence in their work, organisation and competitive landscape will benefit from the programme.

Organisational sponsorship is essential

Programme Duration

October 12 – 14, 2020. This is a 18 hour Programme

We will update the session details at the earliest date post your registration.

Programme Fee

The fee for the programme is INR. 20,000 (plus GST as applicable, presently 18%) per participant

(The fee is inclusive of all reading material, PowerPoint presentations and hands-on exercises which will be conducted during the course. Besides, ASCI will offer a life-time membership card on completion of the course through which they can have access to the library at Hyderabad.)

Note: The fee must be credited into our Bank account on or before **October 5, 2020**. Kindly forward us the details of Bank/Wire transfer of fee payment to poffice@asci.org.in for confirmation.

Bank details are given below:

For Indian participants:

Bank Account Number	62090698675
Beneficiary Name	Administrative Staff College of India
IFSC Code	SBIN0020063
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082

For Foreign participants:

Bank Account Number	62090698960
Beneficiary Name	Administrative Staff College of India
Swift Code	SBININBB327
Bank Name	State Bank of India
Branch Address	Bellavista Branch, Raj Bhavan Road, Somajiguda, Hyderabad - 500 082
Nostro Account	6550992180

Last Date for Nomination

Please use the prescribed/attached form. Last date for receiving nomination form is **October 5, 2020**. Kindly contact Programmes Officer for further details (contact details are given at the end of the nomination form).

ASCI Alumni Association

Participants of the College programmes will automatically become members of the ASCI alumni association.

Certificate of Participation

The College issues a Certificate of Participation on conclusion of the programme.

Programme Director

Mr. M. V. Yugandhar

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Faculty Profile

M.V.Yugandhar is an Associate Professor at Administrative Staff College of India in the Information Technology and Innovation Area. He holds B.Tech. from IIT Kharagpur and PGDM from IIM Ahmedabad. He has over 25 years of experience in the areas of Marketing and Sales, Operations Management, Management Consulting and Information Technology. Yugandhar's experience in Information Technology has mostly been in the area of Data Warehousing, Business Intelligence and Analytics.

Yugandhar has worked in companies like Escorts Limited, Satyam Computer Services Limited (Tech Mahindra) and Dell.

Yugandhar has taught courses related to Business Analytics at Indian School of Business, IIM Udaipur, Great Lakes Institute of Management, IMT Hyderabad and Narsee Monjee Institute of Management Studies. He has conducted trainings at Caterpillar, Ashok Leyland, Dupont India and Oracle.

He is a Certified Predictive Modeler using SAS Enterprise Miner and Microsoft Certified Professional in Analyzing Big Data using Microsoft R.

He is currently pursuing PhD from School of Management Studies at University of Hyderabad in the area of Data Sciences.



ADMINISTRATIVE STAFF COLLEGE OF INDIA
Bella Vista, Raj Bhavan Road, Hyderabad - 500 082, India

Nomination Form

Online Training Programme on
Leveraging Data Analytics to Enhance Customer
Experience and Profitability
(October 12 - 14, 2020)

Nominee's Contact Information

Name (Mr/Ms) _____ :	_____	Date of Birth : _____
Designation :	_____	Qualification : _____
Organisation :	_____	
Address :	_____	
Phone(s) :	Office: _____	Mobile: _____ Home: _____
e-mail :	_____	Fax : _____

Sponsors Details

Name of the Sponsoring Authority: _____ :	_____	Designation: _____
Organisation :	_____	
GSTIN Number :	_____	
Address :	_____	
	_____	Pincode : _____
Phone(s) :	Office: _____	Mobile: _____
e-mail :	_____	Fax : _____

Fee particulars

Amount Payable :	_____	Mode of Payment :	_____
Name of the Bank :	_____	Date of Instrument/Transfer :	_____
Instrument Number :	_____	UTR Number for NEFT	_____

Signature and Official Seal of the Sponsoring Authority :

NOTE : Forward nomination form to : **Mr. G. Srinivas Yadav, Programmes Officer**, Administrative Staff College of India, Bella Vista, Hyderabad-500 082. Phone : 0091-40-66534247, 66533000, Mobile: 9246203535, Fax : 0091-40-66534356, e-mail: poffice@asci.org.in