COURSE CONTENT

Section 1 Introduction to Analytics

- Analytics v/s Analysis
- Marketing Analytics
- MDomains within Analytics
- V Data Treatments
  - Data Collection
  - Data Dictionary
  - Outlier Treatment
  - Slicing and Dicing Marketing Data with Pivot Tables

- Summarizing Marketing Data using
  - MS Excel Charts
  - MS Excel Functions
- R Programming
  - Understanding Basic Data Management
  - Basic Methods including Graphs & Statistics.

SECTION 2

Multi-channel Segmentation

- Identify differences in behavior of
  - Online shoppers
  - In-store shoppers
  - Multi-channel shoppers
- Identify the size of the opportunity for growth and identify the methods to achieve it through : The value of the different shopper groups

- Key measures to look at:
  - Spend per visit
  - Spend per shopper
  - Units per Visit
  - Units per shopper
  - Frequency of Purchase (Visits per shopper)

SECTION 3

Regression

- Simple Regression, Correlation and Multiple
- Regression to forecast sales
- Economic meaning of a Regression Model
- Bi - variate and Multi – variate Analysis in:
  - Brand Research
  - Business Market Research
  - Online Research
  - Data Analysis
    - Exploratory or Descriptive
    - Confirmatory or Inferential

- V Variable identification and Response variable exploration
  - Distribution analysis
  - Outlier treatment
- Independent variables analyses
- Heteroskedasticity detection and correction
- Multi – collinearity detection and correction
- Fitting the regression
- V Model performance check
- R Programming
  - Intermediate methods including Regression
  - ANOVA and MANOVA

SECTION 4

Section 4 Decision Tree & Clustering

- Data Mining and Decision Trees
- Decision Tree Examples
- CHAID (Chi-square Automatic Interaction Detector) analysis
- Method and Algorithms
- Running the CHAID analysis and Interpreting the results

- CART Classification And Regression Tree

- Method and Algorithms
- Running the CART analysis and Interpreting the results.
- When to use CART and when to use CHAID
- Clustering
- Why and where to use clustering
- Clustering methods and examples
- K-means Clustering Algorithm
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SECTION 5

Other Modelling Techniques

- Introduction to other modeling techniques
  - Web Analytics
  - Measurement and Interpretation
  - Understanding Google Analytics, Identifying KPI's
  - Evaluating and Improving Performance

- Campaign Analytics
  - SEM Analytics
  - Display Analytics
  - Social Marketing Analytics
  - E-mail Marketing Analytics
- Summarizing key takeaways
- Q&A

Marketing
Analytics
LEARNING OUTCOMES

Explore, analyze and solve the business problems using analytics tools (in R)

Understand analytics-based marketing to drive ROI for your marketing campaigns

Gain a full view of customers across different channels by accessing, integrating and analysing customer data through multiple

Sources

Become more proactive and effective in anticipating market behavior and responding effectively

Sharpen social media strategies and engage your customers in real time

Visualize success across the enterprise that enables sharing, collaboration and decision making to become more efficient and effective

Ultimately, you will be able to find out what is working and what is not working for your marketing campaign when you use marketing analytics

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THANK YOU!

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