

ADVANCED DATA ANALYSIS FOR MARKETING DECISIONS

December 10 - 15, 2018



**Executive Education
Indian Institute of Management Ahmedabad**

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Ongoing economic reforms and globalisation of the Indian economy continue to bring distinct changes in Indian markets. Markets are becoming more competitive and diverse. As consumers are having more choices, they are becoming even more demanding. Consequently, it is becoming more complex to take the key marketing decisions: market segmentation, product positioning, offer design, pricing and test marketing.

At the same time, availability of information on Indian markets, product offerings, and consumer preferences and choices is also increasing. Multivariate statistical tools for data analysis like regression analysis, factor analysis, discriminant analysis, conjoint analysis, multidimensional scaling and structural equation modeling can effectively be used in making these decisions. Data and text mining approaches are also becoming increasingly relevant for understanding customers, segmenting them and devising strategies to attract and retain them.

This programme has been designed to help participants acquire skills in using multivariate statistical tools in taking the key marketing decisions. It also exposes participants to the data mining and other approaches to statistical analysis of the data that is increasingly becoming available, particularly in retail, telecom and finance and in many other sectors.

CONCEPT

- Expose participants to a selected set of multivariate statistical tools and data mining approaches that would aid in taking key marketing decisions: market definition and choice of markets, market segmentation and targeting, product positioning, offer design, pricing, and test marketing.
- Provide participants an opportunity to gain experience in using latest PC-based statistical software in concrete marketing management situations.
- Introduce key concepts of data mining.

PROGRAMME HIGHLIGHTS

- Marketing Decisions: Choice of Markets, Market Segmentation and Targeting, Product Positioning, Product/Offer Design, Pricing and Test Marketing.
- Tools for Analyses: Forecasting Models, Multiple Regression, Discriminant Analysis and Logistic Regression, Factor Analysis, Cluster Analysis, Multidimensional Scaling, Conjoint Analysis, Structural Equation Modeling, Models for Pre-test Marketing, Classification and Partitioning, and Data and Text Mining approaches.

THRUST OF THE PROGRAMME

- Understanding the applicability and the underlying logic of the statistical tools and the key concepts of data mining which would aid in taking key marketing decisions.
- Using PC-based software for interpreting the outputs and utilizing the data for marketing decisions.

PROJECTS

With the objective of internalizing the use of the data analysis tools for making key marketing decisions, each participant, as a part of a small group, works on a project using packaged PC-based software for analysing data. The participants are encouraged to bring sets of raw data on individual customers collected either through survey research or real time data on their interactions/ transactions. In case sufficient data sets are not forthcoming from the participants, the programme faculty would provide data sets for the projects.

PARTICIPANTS' PROFILE

- Managers in charge of strategic marketing planning, product management, promotion and advertising, and marketing research in companies marketing consumer or industrial products or services.
- Account executives in advertising agencies.
- Professionals in marketing research and data analytics organisations.

PEDAGOGY

A three-fold methodology has been designed so that participants would acquire skills to define a marketing problem, use software for statistical data analysis and data mining, and use the results from the analysis for making marketing decisions.

- Firstly, the class sessions involving discussions of cases and sharing of experiences would help in defining problems, understanding data analysis, and its use in decision making.
- Second, participants would work in the PC lab on small data sets to get hands-on experience in learning the use of data analysis software of specific techniques.
- Lastly, working with fellow participants on a real life project would help participants in understanding and applying relevant data analysis techniques and using their output for improved decision making.



FACULTY

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- Krishnamoorthy, Srikumar
- Laha, Arnab K.
- Sinha, Ankur
- Sriram, Karthik
- Bhadra, Dhiman

NOMINATIONS AND INQUIRIES

Nominations should reach the Executive Education Office latest by **November 26, 2018**. The last date for Early Bird discount is **November 19, 2018**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91 79 6632 4461 to 69 and 4472 to 77

Fax: +91 79 2630 0352 (ExEd) / 2630 6896 (General)

Email: exed@iima.ac.in

Website: www.iima.ac.in/exed

VENUE AND ACCOMMODATION

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

PROGRAMME FEE AND PAYMENT

INR 1,40,000/- plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes

tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **November 26, 2018**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person / organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer:

1. Name of Beneficiary:
Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance:
Advanced Data Analysis for Marketing Decisions
5. IIMA Permanent Account Number (PAN):
AAAT11247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 SAC: 999293

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway:

For more information, please visit the respective programme in our website (www.iima.ac.in/exed).

DISCOUNT

Early Bird Discount: Nominations received with payments on or before **November 19, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.



ALUMNI ASSOCIATION

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000.

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post-Graduate Programme in Management (ePGP)

The Institute has about 95 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour
- Production and Quantitative Methods
- Public Systems Group

INTERDISCIPLINARY CENTRES

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा
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