

ADVANCED CUSTOMER ANALYTICS

JULY 29-31, 2019



Executive Education
Indian Institute of Management Ahmedabad

Advanced Customer Analytics

July 29 -31, 2019

Over the last decade, marketing practice has gone through a radical transformation. At the heart of it is the availability of data. There is a common belief among marketing practitioners that analytics will pave the way for marketing decision making. Despite recognising the potential of analytics, there is a considerable skill gap that exists among practicing managers and recent developments in the field. While there are multiple programmes in analytics which have surfaced, most of them do not delve deeper into how managers themselves can engage in data driven decision making.

The objective of our programme is to provide hands on experience in customer and marketing analytics. The programme takes a step by step approach to develop a holistic understanding of the core concepts used in this emerging domain, and to train managers to apply some of the advanced modelling techniques appropriate for the decision context. We start with a basic module on marketing analytics and move towards developing more advanced models of customer profitability. Thus, this course will provide managers the skill sets necessary for making a difference in the real world.

The course will train managers to build a strong proficiency in data analytics. The design of the programme is to enable managers to be able to use marketing/consumer data more proficiently, create customised models, and make more relevant data driven decisions for contexts specific to their organisations/businesses.

Objective

To train managers in marketing and consumer analytics for data driven decision making.

Content

Day 1: Basics of Customer Analytics

The objective of this module is to look at the basics of marketing analytics. We introduce the conventional models of marketing analytics such as multi-attribute models, models to understand customer recommendation systems, etc. This module lays the foundation for more advanced models. With digital marketing becoming more prominent, this module is focussed on blending both conventional models of marketing as well as models more suitable to understand the digital world.

Day 2: Data Driven Decision Making

Continuing with the earlier module, this module focusses on more advanced models for customer decision making. We start with sentiment analysis, text analysis and topic modelling to understand consumers through the conversations they engage in, in a digital world. Then, we move towards assessing customers through conventional analytical tools such as customer life time value.

Day 3: Advance methods for Customer Profitability Assessment

While most organisations have built capabilities to access customer profitability, in most cases, the models used only focus on direct measures of profitability. In the third module, we incorporate both direct and indirect measures of customer profitability. We look at customer influence value and customer referral value. Customer influence value helps organisations to identify key opinion leaders of a product or a service on social media platforms whereas customer referral value helps a firm to understand the profitability of a customer acquired through referrals.

Pedagogy

This is an applied programme which will use real world cases and exercises. Most of the applications comes from organisations which have applied analytics in their decision making.

Participants' Profile

The course is designed for managers and organisations willing to explore and exploit data analytics for effective decision making. The target audience is expected to have a basic understanding of programming preferably some general understanding of "R".



Faculty

Borah, Sourav

Faculty Co-Chair

Email: souravb@iima.ac.in

Mukhopadhyay, Soumya

Faculty Co-Chair

Email: soumyam@iima.ac.in

Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **July 15, 2019**. The last date for early bird discount is **July 8, 2019**.

Organizational 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

Certificate

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

Venue and Accommodation

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

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



Programme Fee and Payment

INR 90,000 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 **July 15, 2019**. 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/organization 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 organization)
4. Purpose of Remittance:
Advanced Customer Analytics
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (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 programmes listed on our website www.iima.ac.in/exed.

Discount

Early Bird Discount: Nominations received with payments on or before **July 8, 2019** 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 organization 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. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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 offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)

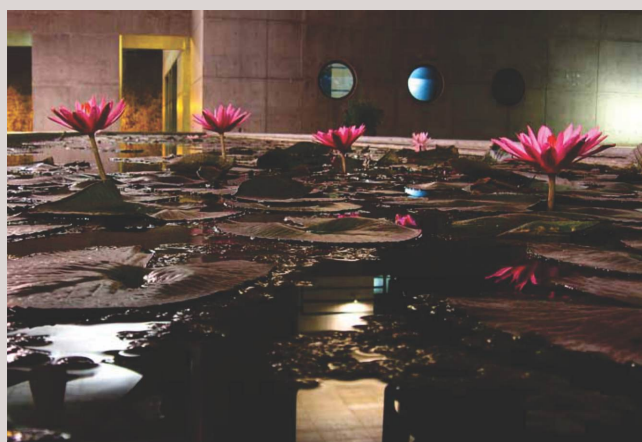
The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organizational 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 Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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 कार्यक्रम
भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastrapur, Ahmedabad - 380 015, India
Phone: +91-79-6632 4472 to 77 and 4461 to 69
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
E-mail: exed@iima.ac.in • Website: www.iima.ac.in/exed