MKG-130 - Data Analytics for Telecom Marketing



Neotelis can also deliver an in-house session of this course specifically for your organization
Please contact us at training@neotelis.com for more information and a Proposal

Description

Data collection, cleansing, assessment, analysis and use of that data is a critical tool for marketers to succeed in a competitive business environment such as that of telecommunications. Without useful data analytics, a marketer is doing marketing ‘in the dark'.

This 5- day Training Course covers the key concepts, tools and techniques of using data analytics to provide insights useful to telecom marketers in improving their marketing strategy and tactics. Using data analytics software, participants will practice applying analytic techniques to common telecom marketing challenges.

Learning Outcomes
At the end of the course, participants will be able to:

- Recognize the importance and role of data analytics in a telecom organization, particularly in a marketing context
- Link data analytics to strategy
- Describe the process of data analytics from the sources of data to the communication of results
- Explain fundamental statistical analytics concepts
- Use analytic tools, techniques and best practices for better accuracy in decision making
- Use analytics to implement effective customer profile segments, improve pricing and forecasting, and increase customer loyalty and reduce churn.
- Implement effective analytics-based projects using the CRISP-DM methodology

Topics
The training course covers the following topics:
Day 1

- Introduction to data analytics
- Data analytics and planning
- Big data
- Data analytics process
- Data sources

Day 2

- Data analytics tools and techniques
  - Data analytics tools
  - Statistical methods
  - Modeling techniques
  - Data visualization
- Data mining
- *Demo: Introduction to data analytics tools*
- *Workshop: Preparation for an analytics project*

Day 3

- Application – Segmentation
  - Segmentation definition & methods
  - Segmentation modeling
  - K-means statistical algorithm
  - Two-step statistical algorithm
- *Demo: K-means algorithm*
- *Demo: Two-step algorithm*
- *Workshop: Segmentation*

Day 4

- Application - Prediction
  - Price regression
  - Revenue forecasting

- *Demo: Time series analysis*
- *Workshop: Forecasting*

Day 5

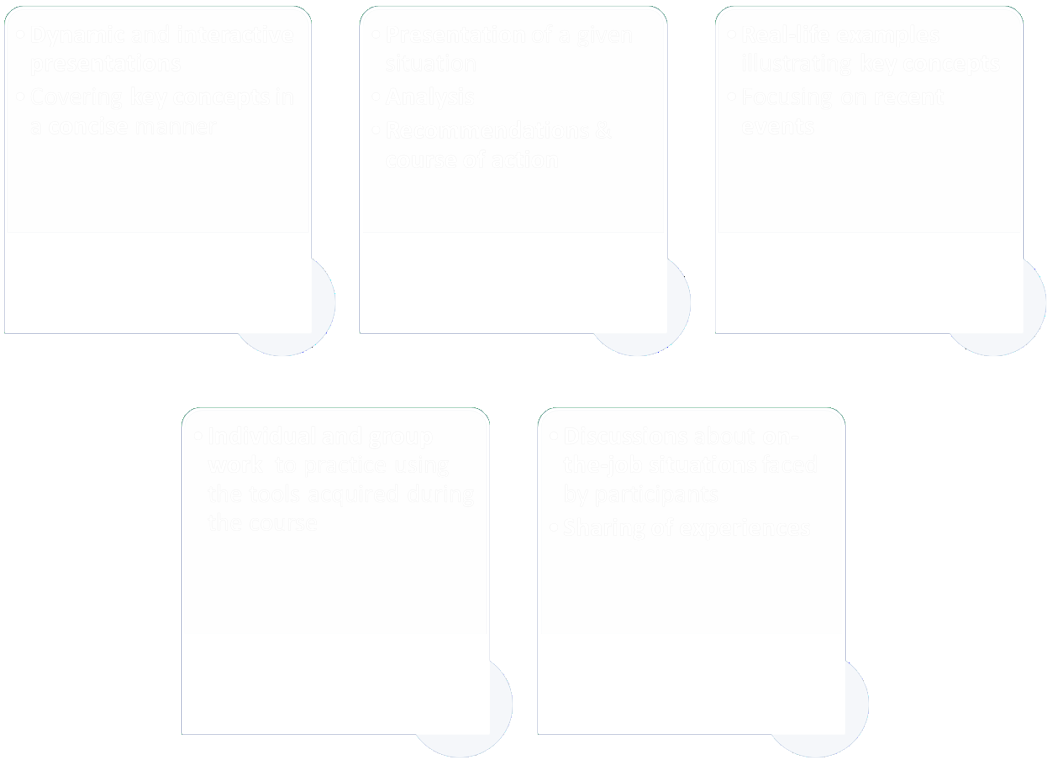
- Application - Customer loyalty and churn analysis
  - Customer loyalty definition
  - Churn measure and effect
  - Decision trees analysis statistical algorithm
- *Demo: Traditional statistical algorithms*
- *Demo: CHAID model*
- *Workshop: Churn*
- *Workshop: Data analytics project*

Target Audience

- Department managers and personnel involved in marketing, customer experience and preparing value propositions.
- Analysts using data analytics to provide input for marketing decision making

Methodology

A combination of engaging activities and dynamic presentations to stimulate and maximize participants' learning.



Location

A selection of Neotelis' training courses is held in various cities around the world. Please contact us at training@neotelis.com for the complete Yearly Training Calendar.



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About Neotelis

Neotelis provides training, consulting, conferences and publications to the telecommunications industry worldwide. Its team of senior experts has trained thousands of executives and managers working for operators, regulators, policy-makers and governments in over 120 countries around the world.



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