Marketing & Business Development function is rapidly changing, and that transformation is led by Data. In this course, marketing professionals will learn how to leverage data to maximize marketing performance, drive sales, retain customers, improve brand leverage/visibility and optimize Return On Investment (ROI). This course also exposes Marketing professionals to the knowledge of the Application of Data Science to the fundamental 4Ps of Marketing.

**Course Outline**

**Introduction to Data Science for Marketing**
- Introduction to Data Science: Predictive statistical Concepts
- Data Life Cycle
- Introduction: Online demand first time Quality Data collection leveraging on the power of the cloud: DataCloud
- Introduction to Business Intelligence, Data Analysis, and Visualization

**Data Science and the 4Ps of Marketing**
- Understanding Market Trends using Google Trends
- Brand monitoring using Google Alerts
- Customer feedback or reviews analysis through social media analytics tools, such as, Micros. Twillo, etc.
- Data and its insights can often support answers to better Information and market trends for future intelligence achievement.
- Branching the digital data science from Industry and external Information.

**Place**
- Location Analytics
- Introduction to Data Science Practices and Key Statistical Concepts
- Introduction to Business Intelligence, Data Analysis, and Visualization.

**Course Fee**
- N200,000
- 7.5% VAT

**9am - 4pm**

**Class Structure**
3 days physical class
At least 21 hours of physical hands-on and case study based training

**Class Design**
- Hands-on class and experience learning
- Plastic-based meeting
- Interactive session
- Conceptual Capture project
- Live onboard tutorial, case studies and hands-on

**Why us?**

- Award-winning and Biggest AI learning platform in Africa
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- Excellent Project and Consulting support
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**COURSE FEE**

- N200,000
- 7.5% VAT

- 9am - 4pm