# Data Science for Marketing

**Course Description**

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**
- Understanding Market Trends using Google Trends
- Brand monitoring using Google Alerts
- Sentiment Analysis using (Orange)
- Creating a Sentiment Analysis Dashboard using Microsoft PowerBI and Orange3
- Customer Lifetime Value prediction

**Place**
- Location Analytics
- Location Analytics using Microsoft Power BI
- Seasonality and trends Analytics
- Brand Development Index

**Pricing**
- Pricing Analytics
- Forecasting
- Scenario Planning
- Evaluating Pricing Strategies

**Product**
- Market Basket Analysis
- Product Sentiment Analysis

## Course Class Structure

<table>
<thead>
<tr>
<th>Class Structure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Life Cycle</td>
<td>Introduction to Business Intelligence, Data Analysis, and Visualization.</td>
</tr>
<tr>
<td>Data Science and the 4Ps of Marketing</td>
<td>Promotion: Understanding Market Trends using Google Trends, Brand monitoring using Google Alerts, Sentiment Analysis using Orange, Creating a Sentiment Analysis Dashboard using Microsoft PowerBI and Orange3, Customer Lifetime Value prediction.</td>
</tr>
<tr>
<td>Pricing</td>
<td>Pricing Analytics, Forecasting, Scenario Planning, Evaluating Pricing Strategies.</td>
</tr>
<tr>
<td>Product</td>
<td>Market Basket Analysis, Product Sentiment Analysis.</td>
</tr>
</tbody>
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## Course Design

<table>
<thead>
<tr>
<th>Design</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>World class and experiential real-world</td>
<td>Hands-on training, case studies, and hands-on projects.</td>
</tr>
<tr>
<td>Project-based learning</td>
<td>Light refreshments, coffee breaks, and lunch.</td>
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<tr>
<td>Interactive sessions</td>
<td>In-house consulting.</td>
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<tr>
<td>Case-based learning</td>
<td>Onsite sessions and expert-led workshops.</td>
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## Why us?

- Real-world, hands-on training and case studies.
- Experienced, qualified tutors.
- Light refreshments, coffee breaks, and lunch.