

Data Science for Marketing

3 Saturdays

Register now
<https://bit.ly/DSNtraining>

COURSE FEE

₦ **N200,000**

+7.5% VAT

🕒 **9am - 4pm**

For more information or bulk purchase,
PLEASE CALL OR EMAIL
Chimaog on **0814 008 8800**
training@datasciencenigeria.ai

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

- Introduction to Data Science Practices and key Statistical Concepts
- Data Life Cycle
- Introduction to Business Intelligence, Data Analysis, and Visualization.

Data Science and the 4Ps of Marketing Promotion

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

Place

- Location Analytics Introduction & Case Study
- 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

Class Structure

- 🗣️ 3 days physical class
- 📺 Collection of 10,000+ AI learning videos from top schools and organizations including: MIT, Stanford, Oxford, Google, Amazon, Intel, Microsoft, Nvidia, etc
- 🔒 Online platform for further coaching, access to latest information and opportunities in Artificial Intelligence ecosystem.
- 👤 Enrolment into the Global Data Science Nigeria Community and Talent Platform.
- 🕒 At least 21 hours of physical hands-on and case study based training
- 👤 In-house consulting

Class Design

- 🏆 World class and experienced Instructors
- 📁 Project based learning
- 🗣️ Interactive session
- 📋 Completion Capstone project
- 🍴 Light refreshment, coffee breaks and lunch

Data Science Nigeria



Why us?



Award-winning and Biggest AI learning platform in Africa



We are a non-profit organization and we invest every surplus back into talent development for the community.



World-class and experienced tutors



Excellent Project and Consulting support



Biggest AI Talent Sourcing platform