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Customer Analytics Course

Email Contact: info@educba.com



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Course Overview

You will get to learn about the concepts and application of Customer Analytics which is to understand how data is used to find out customer behavior and to create more effective business strategies.

We are using sophisticated tools such as R and Tableau to perform the analysis.

Customer Analytics Skills

We learn the following skills:

- Customer Analytics: Analyzing customer data to gain insights
- R: It is a great tool for data analysis and machine learning.
- Tableau: Tableau is used for data visualization and analytics.
- Market Research and Analytics: Understanding market trends and customer sentiment
- Market Segmentation: classifying market based on customers need and offering so that the right product can be targeted to the right people.

Course Features



Course Duration- 3+ Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

About Customer Analytics

Customer analytics is the technology which helps organizations unlock details about their customers and find insights that can expand their businesses and increase their return on investment in such endeavors.

Customers are becoming more and more powerful with so many options available to them and they have the power to share their experience through social media to a large number of peers which can benefit or ruin a company.

Customer Analytics Course

This is a Bundle Course that includes complete in-depth Customer Analytics Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Customer Analytics Learning professional.

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Customer Analytics Course

Section 1. Introduction

- Introduction

Section 2. Basics Of Customer Analytics And Customer Life Cycle

- What Is Customer Analytics
- Customer Life Cycle

Section 3. Customer Onboarding

- Customer Onboarding When Whom
- Customer Onboarding Process For A Typical Bank

Section 4. Customer Activation

- What Is Activation And Why Is It Necessary
- The Importance Of Customer Activation

Section 5. Cross Selling

- What Is Cross Sell And Why Cross Sell
- How Do We Cross Sell Effectively
- Upgrade Upsell

Section 6. Campaign Life Cycle

- Campaign Life Cycle Transition To Lead Management
- Stages Of Campaign
- Campaign Execution
- Campaign Channels
- Campaign Assessment

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Customer Analytics using R and Tableau

Section 1. Introduction


- Introduction to Customer Analytics using R and Tableau

Section 2. Market Research and Analytics

- Market Research NPS of Banks
- Exception Vs Preception
- Market Segmentation for Airlines
- Summary of Each Cluster Group
- Descriptive Analytics
- Company Performance - Key Matrices
- Predictive Analytics

Section 3. Telecom Churn and Case Studies

- Telecom Churn
- Sensitivity and Specificity
- Prescriptive Analytics
- Case Studies



Frequently Asked Questions

What is the pre-requisite before enrolling in this Customer analytics training?

Pre-requisite are mentioned in the section above. These are not quite hard pre-requisite and hence anyone can join this course with little work and previous planning. Especially people who are interested in learning to make decisions in their business through customer data can enroll in this Customer Analytics Training.

Will this customer analytics training course include a real-life scenario for learning the subject?

Yes. The course uses several case studies to teach the concept of customer analytics and also include hands-on practice where learners solve problems themselves.

Is this online degree comparable to the classroom degree?

This online course is as good as classroom course in terms of quality of lecture and quality of standard.



Customer Reviews

“

If you're looking to dipping your toes into customer analytics, this course is a good first start. It provides the foundation knowledge for customer analytics from mapping out the customer lifecycle and drilling down on what needs to be down per phase of said lifecycle.

Need to note that the course explains from a bank / financial service standpoint, though this I feel allows the course to explain the concepts better instead of not having any examples at all.

Acee Vitangcol

”

The course gives an overview about how R studio and Tableau tools can be used to analyse customer behaviour using the responses they give. The course teaches how clustering is done to cluster customers and make use of the clusters to provide customised offers/discounts to retain them.

SHERI MIRIAM JOHN

“

This is a great course that explains how customers relate directly with the different company departments and how each department relate to the vision of the company to satisfy the customers, I like the fact that the course its given with the assumption that the business its moving towards customer centric vision, and how customer analytics will be the key to success.

Jorge Dominguez



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Customer Analytics Course

For Queries please contact:

Email : info@educba.com



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