

Customer Analytics Corporate Training Course

Equip Your Teams With Advanced Analytical Skills To Achieve Deeper Customer Understanding And Drive Organizational Decision-Making.



The Capability Activation Curve

Raw Data Overload

Organizations struggle to interpret massive datasets, leaving customer behaviors, preferences, and needs misunderstood.



Expert-Led Analytics Training

Teams master statistical methods, data mining, and software tools to extract actionable insights.

Data-Driven Competitive Advantage

Enhanced product development, personalized experiences, and optimized marketing strategies drive long-term profitability.

Program Fundamentals



Duration

16 - 24 Hours



Format

**Instructor-Led
Group Training**



Modality

**Virtual, On-Site,
Or Off-Site**



Scale

10,000+ Trainers



Recognition

**Course Certificate
Provided**

The Path To Analytical Mastery

Prerequisite: Foundational Knowledge

Basic understanding of data analysis and familiarity with analytics tools.

Milestone 1: Pattern Discovery

Extracting insights from social media, transactions, and web analytics.

Milestone 2: Strategic Implementation

Leveraging predictive models and segmentation to guide product positioning.

Mastery: Business Transformation

Driving customer loyalty, retention, and bottom-line profitability through data-backed decisions.

Structured Learning Framework

Market & Need Segmentation

Need-Based Segmentation, Segment Targeting Approaches.

Identifying customer needs and defining target criteria.



Perceptual Mapping & Positioning

Perceptual Mapping, Product Positioning, Preference Mapping.

Analyzing competitive gaps and crafting effective positioning strategies.

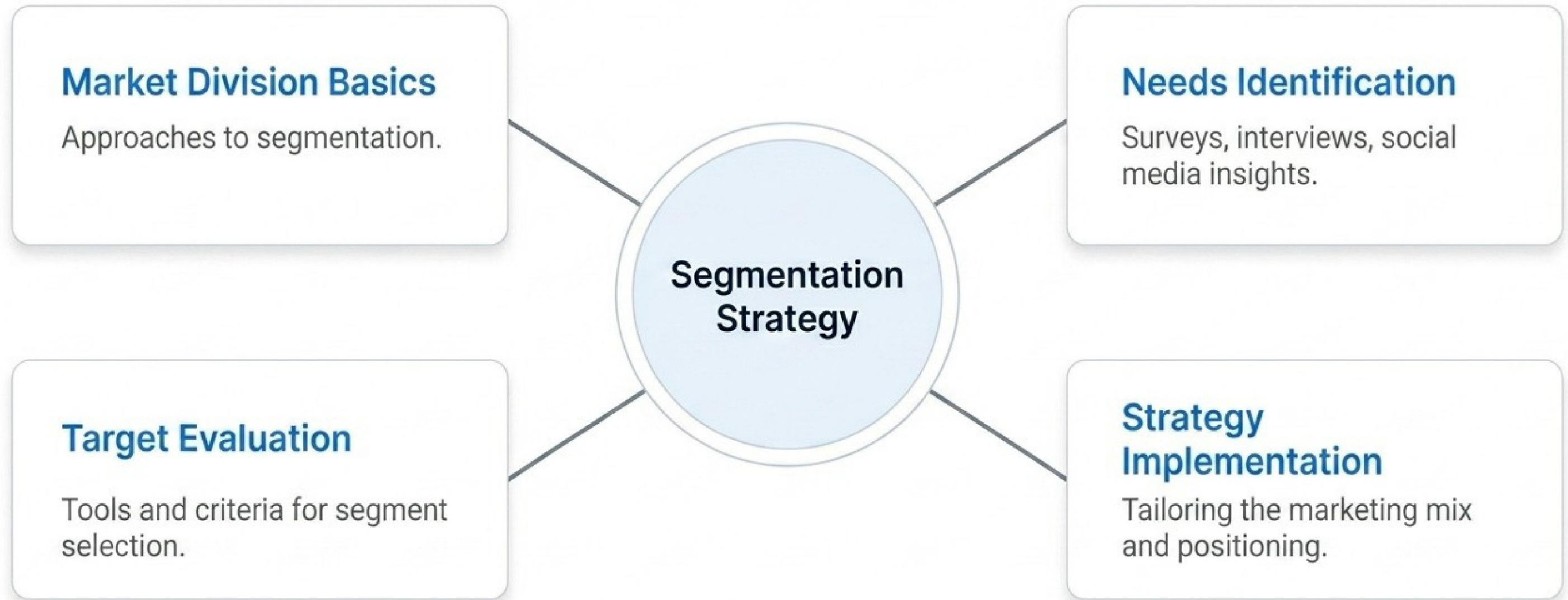


Advanced Product Design

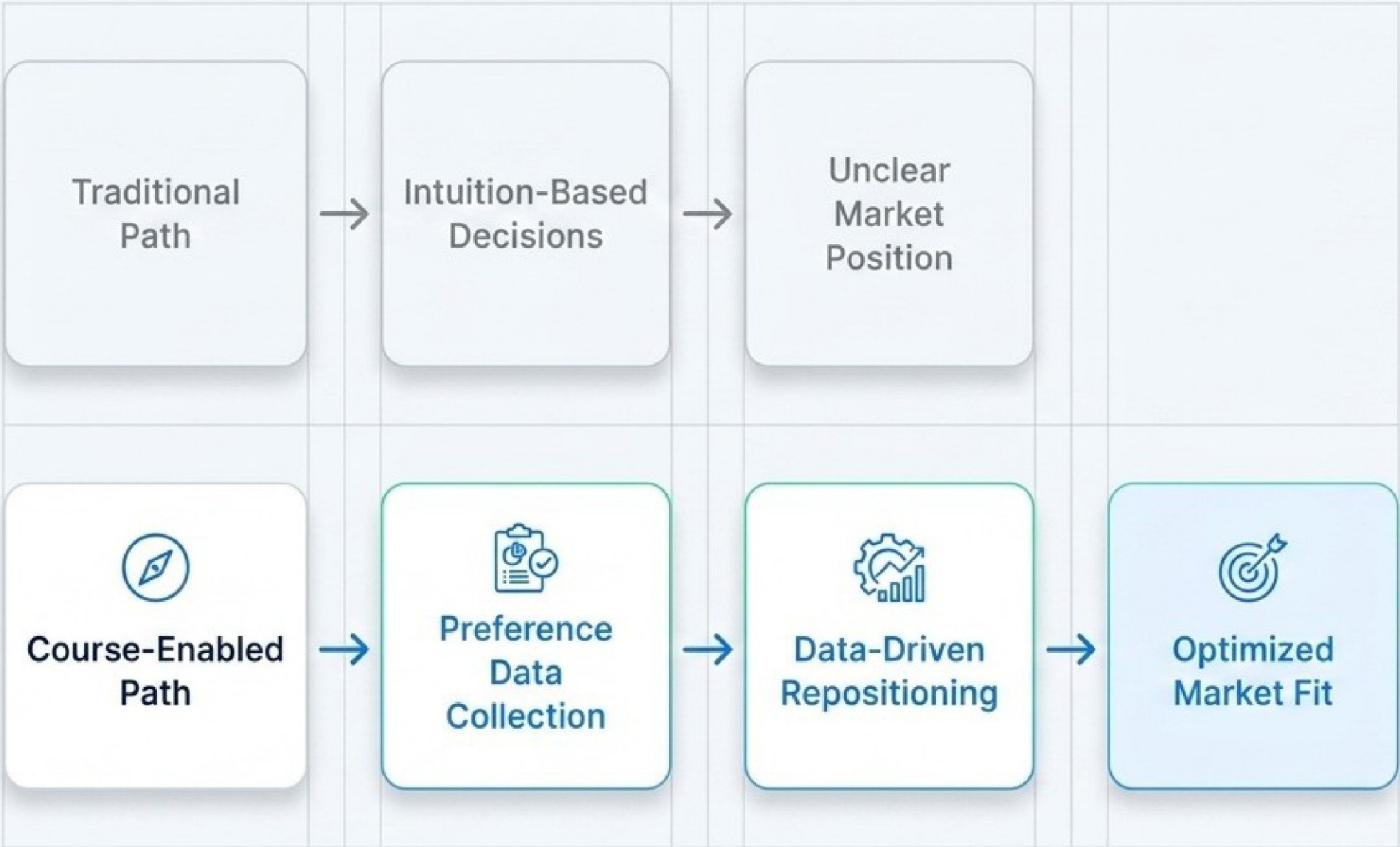
Conjoint Analysis, Value Extraction By Decision Calculus.

Simulating market preferences and building decision models.

Phase One: Market And Need Segmentation



Phase Two: Mapping And Positioning



Perceptual Maps

(Identifying market opportunities)



Positioning Statements

(Crafting core brand messages)



Mix Integration

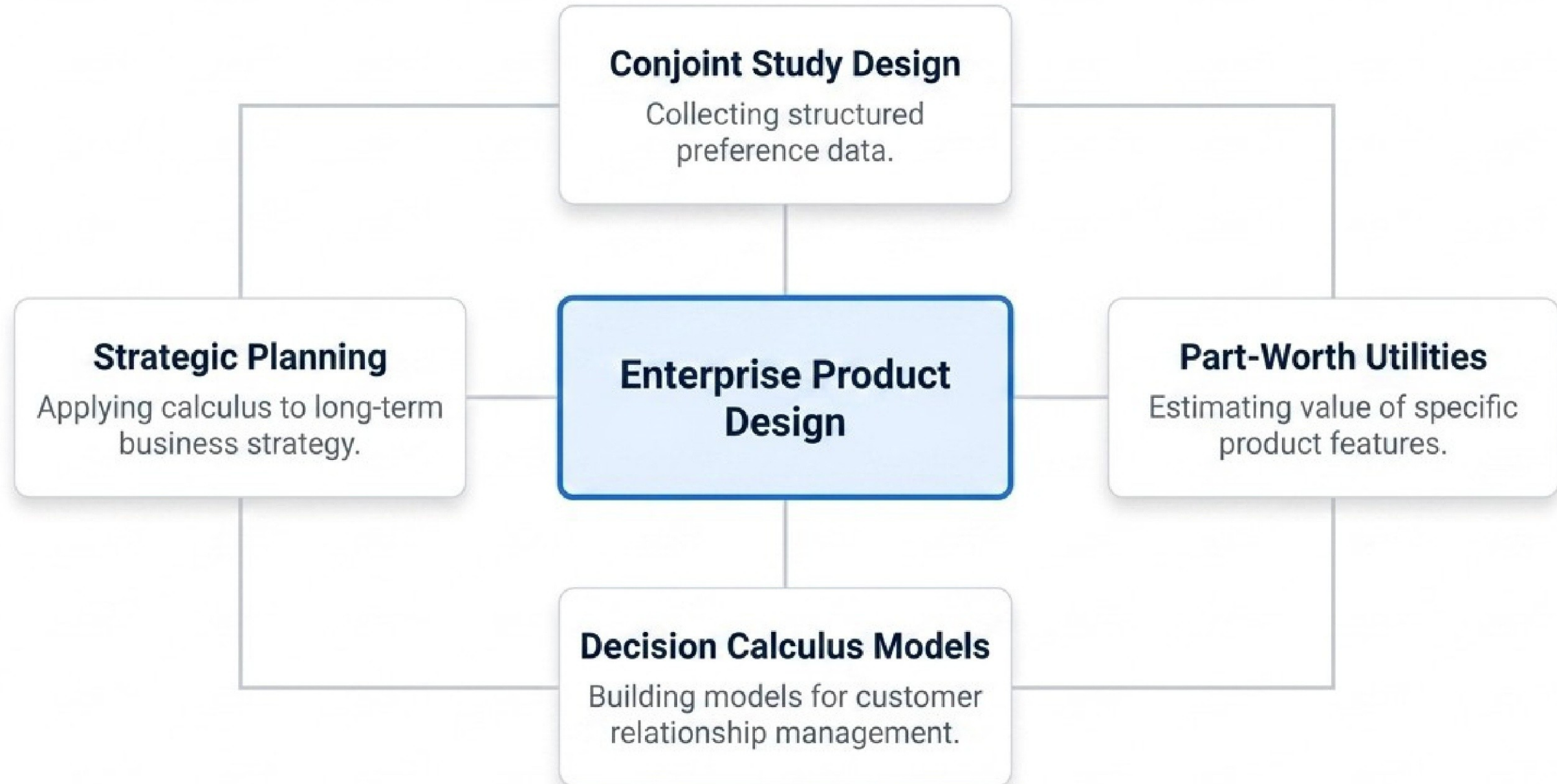
(Role of marketing mix in positioning)



Preference Analysis

(Designing studies for data collection)

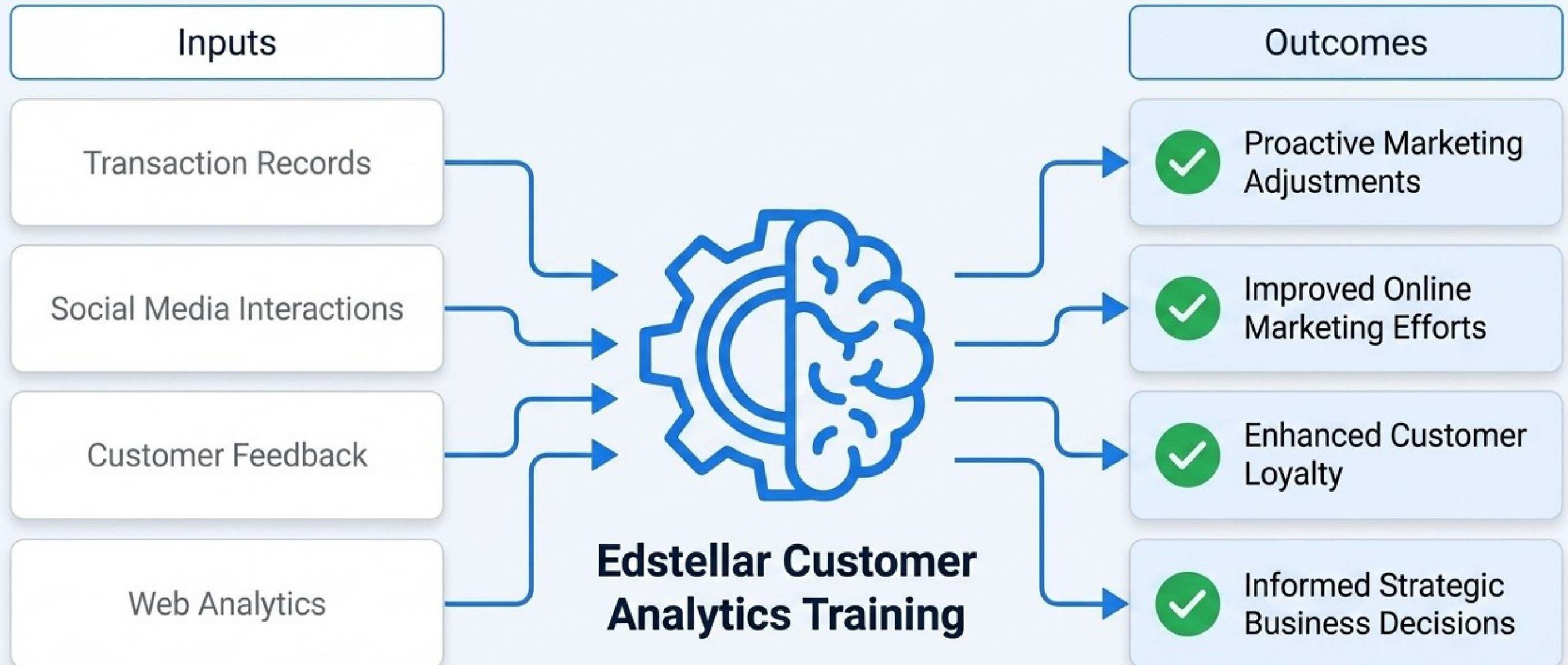
Phase Three: Advanced Value Extraction



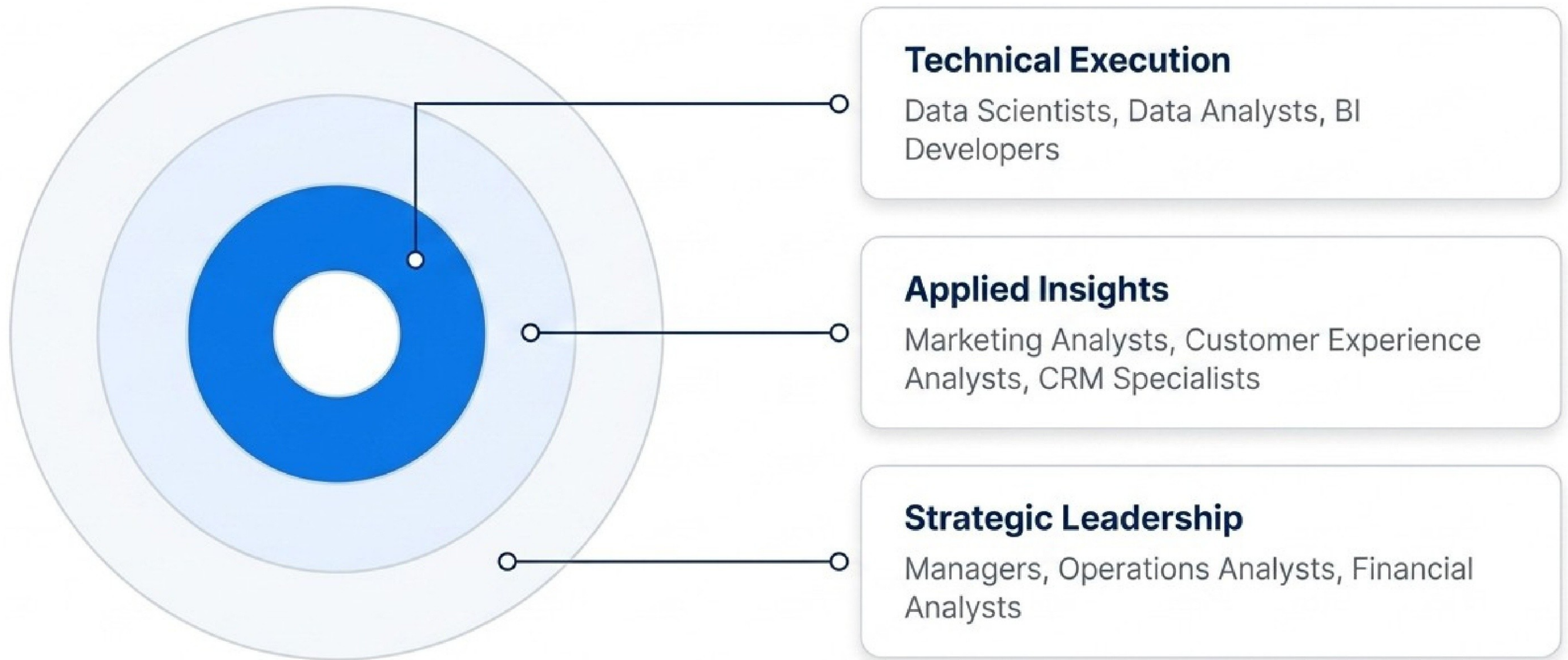
Core Competencies Acquired

Analytical Skill	Technical Function	Strategic Application
Predictive Modeling	Uses Statistical Techniques To Forecast Future Outcomes	Empowers Data Analysts And Marketers For Strategic Planning
Market Basket Analysis	Identifies Product Associations And Purchase Behaviors	Optimizes Product Placement And Enhances Cross-Selling
Churn Analysis	Examines Customer Attrition To Identify Root Causes	Improves Retention Strategies And Customer Satisfaction

The Transformation Engine



Target Audience Alignment



Flexible Enterprise Deployment



Virtual Live

Global reach for distributed teams

Uniform learning outcomes

Interactive tools for engagement



On-Site Face-To-Face

Higher engagement through direct interaction

Tailored to specific workplace environments

Improved team collaboration



Off-Site Face-To-Face

Distraction-free learning environment

Improved team bonding

Boosts employee morale and development commitment

Proof of Impact

“Attending the Customer Analytics training was transformational for my professional development. As a Senior Database Administrator, the deep dive into strategic frameworks gave me the confidence to tackle complex coverage of practical simulations were immediately applicable to my work. I’ve confidently led multiple high-visibility initiatives leveraging this comprehensive knowledge. This course has become foundational to my continued success.”

Sarah Cunningham

Senior Database Administrator
Performance Analytics Firm

Worldwide Delivery Capability



Delivery Across 100+ Countries

Supported by ISO 9001:2015 and
ISO 27001:2022 Certification.

Training Available In 10+ Languages

Including English, Español, Deutsch,
Français, and more.

Initiate Your Team's Transformation



Symbolize dedication to ongoing learning
and validate acquired skills.

contact@edstellar.com

+1 682 297 4830