

Developing Customer Analytics for Decision Making

presented by

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We create more data every two days than was created between the dawn of civilization and 2003.

While most of this data lacks business application, a significant subset informs on customer behavior and their interactions with firms.

Data on customer behavior can guide your firm to better differentiate between customers, create targeted marketing campaigns, learn how to value customers based on behavior, construct better up-selling and cross-selling tools and even learn about which customers to keep and which to let go.

You will be introduced to key metrics that provide value when making customer-facing decisions. This program covers customer analytics via descriptive and predictive methods. You will develop customer metrics by observing behavior and then use these metrics to devise marketing plans that take advantage of this new information to improve a firm's key objectives. You will also learn the tactical and strategic implications of these approaches.

Who Should Attend?

Any executive curious about how to incorporate customer data in marketing decision-making

Learning Objectives and Program Benefits

- Learn how to identify behavioral data relevant to a firm's market
- Introduction to techniques that help analyze such data
- Gain insight into up-selling and cross-selling techniques
- Understand how targeted marketing programs can be created
- Determine ROI of different marketing campaigns based on assessed customer value

For more information and to register:
gsm.ucdavis.edu/analytics

One-day program. Choose from:

FRIDAY

May

19

Gallagher Hall,
UC Davis GSM

TUESDAY

September

12

Bay Area Campus,
UC Davis GSM

Program Schedule

Continental Breakfast: 8:00 - 9:00 a.m.
Morning Session: 9:00 a.m. - 12:00 p.m.
Lunch: 12:00 - 1:30 p.m.
Afternoon Session: 1:30 - 4:30 p.m.

Registration Fee

This one-day program is \$1,500.

Fee includes all course materials, education fees, continental breakfast, lunch and snacks.

Special pricing available to UC Davis and GSM alumni.

Group pricing rates are available if registering two or more people from the same company at the same time.

EXECUTIVE EDUCATION