Data Science for Marketing Analytics

Category: AI, Data & Analytics | **Vendor:** Logical Operations

Duration: 24.00 hours (3 days) **19.5 CPD Hours** **Rating:** ⭐ 4.6 (5,878 reviews)

Course Information

Delivery Format: Instructor Led - Online

Course Overview

The course starts by teaching you how to use Python libraries, such as pandas and Matplotlib, to read data from Python, manipulate it, and create plots, using both categorical and continuous variables. Then, you'll learn how to segment a population into groups and use different clustering techniques to evaluate customer segmentation.As you make your way through the course, you'll explore ways to evaluate and select the best segmentation approach, and go on to create a linear regression model on customer value data to predict lifetime value. In the concluding sections, you'll gain an understanding of regression techniques and tools for evaluating regression models, and explore ways to predict customer choice using classification algorithms. Finally, you'll apply these techniques to create a churn model for modeling customer product choices.

About This Course

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Who Should Attend

Data Science for Marketing Analytics is designed for developers and marketing analysts looking to use new, more sophisticated tools in their marketing analytics efforts. It'll help if you have prior experience of coding in Python and knowledge of high school level mathematics. Some experience with databases, Excel, statistics, or Tableau is useful but not necessary.

Learning Outcomes

Upon successful completion of this course, participants will be able to:

By the end of this course, you will be able to build your own marketing reporting and interactive dashboard solutions.

Detailed Course Outline

Data Preparation and Cleaning

- Data Models and Structured Data
- pandas
- Data Manipulation

Data Exploration and Visualization

- Identifying the Right Attributes
- Generating Targeted Insights
- Visualizing Data

Unsupervised Learning: Customer Segmentation

- Customer Segmentation Methods
- Similarity and Data Standardization
- k-means Clustering

Choosing the Best Segmentation Approach

- Choosing the Number of Clusters
- Different Methods of Clustering
- Evaluating Clustering

Predicting Customer Revenue Using Linear Regression

- Understanding Regression
- Feature Engineering for Regression
- Performing and Interpreting Linear Regression

Other Regression Techniques and Tools for Evaluation

- Evaluating the Accuracy of a Regression Model
- Using Regularization for Feature Selection
- Tree-Based Regression Models

Supervised Learning: Predicting Customer Churn

- Classification Problems
- Understanding Logistic Regression
- Creating a Data Science Pipeline

Fine-Tuning Classification Algorithms

- Support Vector Machine
- Decision Trees
- Random Forest
- Preprocessing Data for Machine Learning Models
- Model Evaluation
- Performance Metrics

Modeling Customer Choice

- Understanding Multiclass Classification
- Class Imbalanced Data

Additional Course Details

Nexus Humans Data Science for Marketing Analytics training program is a workshop that presents an invigorating mix of sessions, lessons, and masterclasses meticulously crafted to propel your learning expedition forward.

This immersive bootcamp-style experience boasts interactive lectures, hands-on labs, and collaborative hackathons, all strategically designed to fortify fundamental concepts.

Guided by seasoned coaches, each session offers priceless insights and practical skills crucial for honing your expertise. Whether you're stepping into the realm of professional skills or a seasoned professional, this comprehensive course ensures you're equipped with the knowledge and prowess necessary for success.

While we feel this is the best course for the Data Science for Marketing Analytics course and one of our Top 10 we encourage you to read the course outline to make sure it is the right content for you.

Additionally, private sessions, closed classes or dedicated events are available both live online and at our training centres in Dublin and London, as well as at your offices anywhere in the UK, Ireland or across EMEA.

Frequently Asked Questions

Q: What delivery options are available for Data Science for Marketing Analytics?

We offer multiple delivery formats:

- Live Instructor-Led Classroom Online (Virtual/Live Online)
- Traditional Instructor-Led Classroom Training (ILT)
- On-site delivery at your offices anywhere in United Kingdom
- Private dedicated courses customized for your team

Q: How many CPD hours does this course provide?

The 3-day Data Science for Marketing Analytics course provides up to 19.5 CPD hours of structured learning. CPD certificates can be provided upon request.

Q: What is the duration of the Data Science for Marketing Analytics training?

The training takes place over 3 day(s), with each day lasting approximately 24.00 hours including breaks for lunch and refreshments.

Q: Do you provide corporate training for Data Science for Marketing Analytics?

Yes, we provide corporate training, dedicated training, and closed classes for Data Science for Marketing Analytics. Training can take place anywhere in United Kingdom including London, Manchester, Birmingham, Edinburgh, or live online allowing teams from across United Kingdom or internationally to attend.

Q: Why choose Nexus Human for Data Science for Marketing Analytics?

Nexus Human is recognized as one of the leading training providers. Our trainers have won multiple awards including:

- Small Firms Best Trainer Award
- National Training Partner of the Year (Ireland) - Multiple Years
- Global Top 30 Instructor Awards (2012, 2019, 2021)
- Tech Excellence Award Nominations
- Learning Performance Institute (LPI) External Training Provider Sponsor 2024

Q: Are there any discount codes available?

Yes! Use discount code **PENPAL5** when booking your Data Science for Marketing Analytics training. Please note that only one discount code can be used per booking and cannot be combined with other special offers.

Nexus Human

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