"تحليل بيانات العملاء واتخاذ القرارات: دليل مهم لتحسين SEO لموقعك على محركات البحث"

Duration: 5 Days

Language: ar

Course Code: PM1-125

Objective

:By the end of this course, participants will be able to

- .Understand the role of data analytics in modern customer-centric organisations
- .Collect, manage, and clean customer data for accurate analysis
- .Apply analytical tools and methods to uncover customer insights
- .Build data-driven strategies for improving marketing, retention, and customer experience
- .Use predictive and prescriptive analytics to inform business decision-making

Audience

:This course is ideal for

- .Marketing Managers and Analysts
- .CRM and Data Professionals
- .Business Development Executives
- .Product Managers and UX Researchers
- .Entrepreneurs and Decision-Makers in Customer-Focused Businesses

Training Methodology

The course combines case-based discussions, analytical simulations, and hands-on exercises with real-world customer data scenarios. Participants will work through the full data cycle—from .collection and analysis to strategic interpretation—using practical tools and techniques

Summary

This advanced course is designed for professionals aiming to transform customer data into actionable business insights. The Customer Data Analytics and Decision Making programme provides a comprehensive understanding of how to collect, interpret, and apply customer data to enhance marketing performance, improve customer experiences, and support data-driven .strategic decisions

Participants will explore analytical frameworks, key performance metrics, predictive modelling, and behavioural analytics, learning how to leverage modern tools to uncover patterns and opportunities in customer behaviour. By integrating analytics into decision-making processes, attendees will gain the ability to make informed choices that drive profitability, retention, and .sustainable growth

Course Content & Outline

Section 1: Introduction to Customer Data Analytics

- .Understanding the importance of data in customer-centric organisations
- .Key types of customer data: behavioural, transactional, demographic, and psychographic
- .Data sources: CRM systems, digital analytics, social media, and surveys
- .The link between analytics, decision-making, and business growth

Section 2: Data Management and Processing

- .Data collection methods and ethics: privacy, consent, and GDPR compliance
- .Data cleaning, structuring, and preparation for analysis
- .Introduction to data warehouses and CRM databases
- .Using business intelligence (BI) tools for efficient data processing

Section 3: Analytical Tools and Techniques

- Overview of descriptive, diagnostic, predictive, and prescriptive analytics.
- Statistical analysis and visualisation methods for customer data.
- Segmenting customers using RFM analysis, clustering, and personas.
- Identifying customer lifetime value (CLV) and churn patterns.

Section 4: From Insights to Decisions

- Turning analytical findings into actionable strategies.
- Building dashboards and key metrics (KPIs) for customer analytics.
- Decision-making models supported by data: rational vs. behavioural decisions.
- Communicating insights effectively to non-technical stakeholders.

Section 5: Predictive Models and Data-Driven Strategies

- Applying machine learning for customer prediction: purchase, churn, and sentiment.
- Building predictive models with regression, classification, and decision trees.
- Integrating analytics into marketing automation and personalisation.
- Measuring the impact of data-driven decisions on business performance.

Certificate Description

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

شهادات Holistique Training وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم المستمر (CPD)، كما أنها معتمدة وفق معايير ISO 9001 وISO 21001 وISO 29993.

لهذه الدورة من خلال شهاداتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر التدريب من Holistique Training. ووفقًا لمعايير خدمة اعتماد CPD، يتم منح نقطة واحدة عن كل ساعة CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة لأي دورة واحدة نقدمها حاليًا.

Categories

الذكاء الاصطناعي وإدارة البيانات, المبيعات والتسويق

Related Articles

ما هو علم سلوك المستهلك؟

في عالم التسويق المتطور، يتسارع التحول نحو استخدام علم سلوك المستهلك كأداة حيوية لفهم وتحليل تفاعلات العملاء مع المنتجات والخدمات. يعد علم سلوك المستهلك مجالًا مهماً يركز على فهم العوامل والظروف التي تؤثر على سلوك العملاء أثناء عمليات اتخاذ القرارات الشرائية. يقوم هذا العلم بدراسة تفاعلات الأفراد مع المنتجات، وتحليل