

# MARKETING DATA ANALYTICS WORKSHOP

ADVANCE YOUR MARKETING CAPABILITY BY LINKING STRATEGY AND TECHNOLOGY TO DELIVER RESULTS

24 - 25  
MARCH 2021

ONLINE DELIVERY

## EXPLORE

- ▶ Fundamentals of data science and analytics for marketing
- ▶ Successful implementation of a marketing analytics program of work
- ▶ Predictive analytics and machine learning algorithms in marketing
- ▶ Real-time experimentation with data science in a hands-on interactive case study
- ▶ Customer segmentation, personas and clustering algorithms
- ▶ Analytics techniques for customer retention, social media analytics and sentiment analysis
- ▶ Data design fundamentals and visualisation literacy

## EXPERT FACILITATOR



**Felipe Rego**  
Data Science &  
Analytics Partner

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## ABOUT THE EVENT

Data science is driving big shifts in marketing. An increasingly competitive landscape is leading businesses to upskill their marketing function with robust data science and analytics reach. For marketers, data science has potential and a lot of power - building commercial user 'personas' from advanced analysis of social media activity, creating accessible visualisations of complex data patterns and overcoming prevalent issues of ad fraud in advertising ecosystems. Whether you're a marketer, data analytics professional or full-fledged data scientist, this interactive course offers a complete business solution for your organisation.

Over two days you will unpack the fundamentals of marketing data science and strategies for successful implementation of a marketing analytics program of work. Explore everything from predictive analytics and machine learning algorithms, customer segmentation strategies and data visualisation essentials. Get to grips with mock datasets and live algorithms and walk away with a personalised project plan ready to action back at the office.

## TRAINING DELIVERY AND PRE-COURSE QUESTIONNAIRE

This workshop will be delivered using a three tiered approach. The structure of each session is as follows:

1. Technical overview and review of research into the topic area under discussion
2. Practical application of management principles in the review of case studies, worked examples and interactive exercises
3. Discussion of outcomes and implementation issues

Workshop participants will have the opportunity to include comments and questions about issues outlined in the program by way of a pre-course questionnaire. This feedback will enable the course facilitator to adjust content accordingly. The workshop has limited places to allow for customisation, greater interactivity and for individual concerns to be addressed.

## DAY ONE

### Module 1 - Making data science work for everyone in the organisation

- ▶ Explore the fundamentals of data science and analytics for marketing
- ▶ Delve into the different roles and professional capabilities in data science
- ▶ Explore approaches to organisational structure around data science
- ▶ Discuss and learn key elements of a successful data science capability
- ▶ Review real-world case studies of data science projects in marketing
- ▶ How to successfully put a marketing analytics program in place
- ▶ How to support the marketing executive to put strategy into action
- ▶ Define your deliverables and structure your delivery process

### Module 2 - Examples and key concepts of data science in marketing

- ▶ Distilling the applicability of data science across different marketing domains
- ▶ Getting your head around popular terms - big data, deep learning, artificial intelligence, machine learning, NLP, Cloud AI, and many others in the context of marketing analytics
- ▶ Discuss and explain how data science is applied in a variety of digital marketing settings (real-time bidding, programmatic media, content marketing personalisation, image recognition, etc.)
- ▶ Deep dive into some basic concepts, tools and techniques used in marketing analytics
- ▶ Provide a comprehensive review of different cloud solutions for data science
- ▶ Understand the role of a variety of data management platforms in solving marketing analytics problems
- ▶ Understand biases and other common issues in data science and analytics
- ▶ Explore current limitations and discuss future outlook of data science in marketing

## DAY TWO

### Module 3 - Real-world and hands-on applications of data science in marketing

- ▶ Real-time experimentation with data science applied to a fictitious business
- ▶ Understand basic data analysis and descriptive statistics concepts
- ▶ Explore basic predictive analytics/machine learning algorithms in a marketing context
- ▶ Learn and apply a basic approach to predicting revenue for new products
- ▶ Learn and apply a basic approach to predicting customer churn
- ▶ Learn and apply basic concepts for customer segmentation
- ▶ Establish ways to advance sales forecasting techniques beyond traditional methods
- ▶ Learn and discuss time-series analysis and prediction for website visitors
- ▶ Explore other analytics techniques applied to social media analytics, image and video analytics, etc

### Module 4 - Data science, visualisation and storytelling

- ▶ Defining the key conditions for a successful data visualisation solution
- ▶ Data design fundamentals and visualisation literacy in the context of marketing data science
- ▶ Understand the power of visual storytelling
- ▶ Differences between different types of visualisation, tools and best practice
- ▶ Tackle challenges and create solutions using data science and predictive analysis
- ▶ Overview and hands-on examples using the most popular data visualisation tools
- ▶ Effectively organise your data and dashboards, and streamline your data assets
- ▶ How to pick the right visual language to influence your audience
- ▶ Working with complex charts and data visualisations
- ▶ Simplifying the data to tell your story more effectively
- ▶ Telling compelling action-oriented stories with data

## WHO WILL ATTEND?

- ▶ Marketing Managers / Directors
- ▶ Marketing Executives, Officers, Coordinators
- ▶ Direct, Digital and Online Marketing
- ▶ Data Scientists
- ▶ Senior Data Analysts
- ▶ Chief Technology Officer or equivalent

## YOUR FACILITATOR

Felipe is a leading advanced analytics and data science partner, helping teams build, manage and enhance their data science and visualisation solutions in a strategically-aligned, commercially-oriented and customer-centric way.

With extensive industry experience as well as a deep, technical analytical expertise, Felipe is often required by marketing, sales, finance, technology and strategy teams to provide support and to deliver robust analytical solutions that are easy to use, understand and implement. Felipe's unique methodology focuses on a holistic organisational approach to using data and science to improve performance and reduce costs.

Felipe helps organisations and teams with Data Science and Analytics Strategy, Predictive Analytics and Machine Learning solutions, Data Visualisation and Insights Automation and Analytical Training and Workshops.

Felipe is also an analytics instructor helping disseminate practical, actionable analytics and data visualisation techniques in both classrooms and online settings.

When Felipe is not partnering with clients or helping students, he's an M.Phil. research candidate in Learning Analytics at the University of Sydney, making sense of students' digital traces and the role learning analytics dashboards play in influencing learning outcomes.

Felipe is also a blogger in predictive analytics, statistical learning and data visualisation with over 62,000 visitors from more than 180+ countries last year alone. Some of his articles have been ranked #1 in Google search and referenced by many sources and leading educational organisations including referrals/mentions from StackOverflow, Udacity, Western Michigan University, UC Santa Barbara, Edinburgh Napier University, among others.



**Felipe Rego**  
Data Science & Analytics Partner

# Marketing Data Analytics Workshop

24 - 25 March 2021

Online Delivery

# Booking Form

Event Reference: MDS0321A - O

Priority Code: I

## Registration Information

Organisation Name

Address Suburb State Postcode

Booking Contact Information

Title Full Name Position Email Phone

## Delegate Information

# Title Full Name or TBA Position Email

1  
2  
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## Your Investment

Options (per person)

Rapid Action Rate

Value Plus Rate

Super Saver Rate

Early Bird Rate

Standard Rate

Qty

Register and pay by  
25 November

Register and pay by  
21 December

Register and pay by  
18 January

Register and pay by  
22 February

Workshop

\$1595 + GST = (\$1754.50)

\$1695 + GST = (\$1864.50)

\$1795 + GST = (\$1974.50)

\$1895 + GST = (\$2084.50)

\$1995 + GST = (\$2194.50)

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**Note:** Course materials included. Registration Options are per person only.

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