

COURSE NAME: Data Scouts Analytics
COURSE CODE: DSA
CERTIFICATION: Data Scouts Analytics Certificate
DELIVERY: Interactive Classroom
DURATION: 8 hours



Quantifying Customer Experience through Best Practise Analytics

COURSE DESCRIPTION

The Data Scouts Analytics (DSA) course is designed to provide a practical, platform agnostic framework to measure and quantify the impact of campaign and customer journey activities.

COURSE OUTCOMES

What gets measured gets managed. Measurement is the first step that leads to control and eventually to improvement. If you can't measure something, you can't understand it. If you can't understand it, you can't control it. If you can't control it, you can't improve it. At the successful completion of this course, participants will have a working knowledge of the best practice process for for generating data, insights and actions.

COURSE OUTLINE

1. Theory (Duration: 1 hour)

- ✓ The role of analytics in customer experience;
- ✓ Analytics best practise principles;
- ✓ Quantifying corporate objectives and marketing objectives;
- ✓ Measuring campaign effectiveness;
- ✓ Analytics planning and scheduling;
- ✓ Preparing and undertaking an audit of reports, dashboards, adoption;
- ✓ Distribution and presentation of analytics; and
- ✓ Conducting an analytics requirements workshop.

2. Practical (Duration: 2 hours)

- ✓ Presentation of industry best practise analytics;
- ✓ Analytics -current state by lifecycle stage;
- ✓ Analytics -future state by lifecycle stage; and
- ✓ Analytics – priorities.

