

**COURSE NAME:** Data Scouts Machine Learning  
**COURSE CODE:** DSML  
**CERTIFICATION:** Data Scouts Machine Learning Certificate  
**DELIVERY:** Interactive Classroom  
**DURATION:** 8 hours



## *A Practical Approach to Understanding Machine Learning and AI Applied to Each Stage of the Customer Lifecycle*

### **COURSE DESCRIPTION**

Data Scouts Machine Learning (DSML) is designed to teach participants from any business the core principals of machine learning. A practical overview of the leading techniques and machine learning models used by Marketing Automation and CRM professionals will be provided along with several practical examples of market leading campaigns which use machine learning.

### **LEARNING OUTCOMES**

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

- ✓ Articulate the fundamental concepts of machine learning and artificial intelligence
- ✓ Identify and describe various machine learning models
- ✓ Demonstrate ability to identify which machine learning models are applicable to customer lifecycle stages
- ✓ Demonstrate ability to identify which attributes power certain machine learning models
- ✓ Understand how to operationalise machine learning models for real-time campaign execution

### **COURSE OUTLINE**

#### **Theory**

This module will teach participants the fundamentals of machine learning and artificial intelligence and how it applies to the Marketing Automation, CRM and Lifecycle Marketing world of today.

#### **Practical**

In this module participants will learn how to match best practice machine learning models to each stage of their customer lifecycle across acquisition, on-boarding, engagement, retention and win-back.

