

# Customer Data, Analytics & Personalization Strategies

| DURATION          | DELIVERY | LANGUAGE  | DATES                                | LOCATION                | INVESTMENT |
|-------------------|----------|-----------|--------------------------------------|-------------------------|------------|
| 7 Days (40 Hours) | Hybrid   | Bilingual | 08 October 2026 -<br>12 October 2026 | United Arab<br>Emirates | AED 900    |

## COURSE OVERVIEW

A modern capability-building program centered on customer data and personalization.

## LEARNING OBJECTIVES

- Frame the main decisions involved in customer data strategy.
- Use practical tools to improve personalization.

## DETAILED COURSE OUTLINE

### Day 1 - Data Landscape

- Frame core concepts
- Assess current practices

### Day 2 - Segmentation

- Define strong segmentation
- Diagnose bottlenecks