

Customer Data, Analytics & Personalization Strategies

DURATION	DELIVERY	LANGUAGE	DATES	LOCATION	INVESTMENT
7 Days (40 Hours)	Hybrid	Bilingual	13 September 2026 - 17 September 2026	Saudi Arabia	SAR 800

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