

## Customer Analytics Training

### 8-10 April 2016



#### Applied Big Data Analytics

The aim of this academic workshop is to familiarize practitioners with modern data mining and statistical modelling techniques - the basis for performing customer analytics.

This training will enable practitioners to be self-sufficient in methodological analysis of customer data.

During the workshop the participants will have to complete and present a case study on datasets provided by the organizers in the areas of customer analytics.

- Duration: 3 days (8-10 April, 10 am – 6 pm)
- Venue: Faculty of Economics and Business Administration, Sofia University
- Organizers: Deloitte Bulgaria and FEBA Alumni Club Sofia University
- Price: 400 BGN per participant (discount of 25% in case of 3 or more participants per institution)

#### Topics covered:

- Clustering analysis for customer segmentation
- Classification analysis for next-best-offer, propensity-to-buy and campaign selection
- Regression analysis
- Model performance evaluation techniques
- Applied econometric techniques
- Survival Analysis
- Financial time-series analysis

Please confirm your registration at e-mail: [alumni.club.office@feb.uni-sofia.bg](mailto:alumni.club.office@feb.uni-sofia.bg)

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