

DATA-DRIVEN CUSTOMER INSIGHTS: SEGMENTATION, TARGETING, AND VALUE OPTIMIZATION

1st – 2nd March 2025



ABOUT **SCMHRD**

Symbiosis Center for Management & Human Resource Development (SCMHRD), established in 1993 is a premier institute shaping world-class leaders and entrepreneurs. Its prestigious MBA program, AACSB accredited, places it among the top 5% of B-Schools globally. Known for academic excellence, SCMHRD develops exceptional talent in HR, Marketing, Finance, Operations, Infrastructure and Business Analytics.

PROGRAM OVERVIEW

The Management Development Program on “Data-Driven Customer Insights: Segmentation, Targeting, and Value Optimization” is a two-day, hands-on workshop designed to equip participants with practical skills and knowledge in customer segmentation, targeting, and value optimization. The program leverages tools like RStudio and Excel to enable participants to:

- ▶ Identify distinct customer segments using cluster analysis.
- ▶ Determine target segments through discriminant analysis and classification models.
- ▶ Apply RFM analysis (Recency, Frequency, Monetary) for heuristic-based customer selection.
- ▶ Use logistic regression for model-based customer selection.
- ▶ Calculate Customer Lifetime Value (CLV) for optimizing resource allocation and profitability.

The program bridges theoretical concepts with real-world applications, enabling marketing professionals, analysts, and decision-makers to implement data-driven strategies effectively.



TOPICS COVERED

1
DAY

UNDERSTANDING CUSTOMER SEGMENTATION AND TARGETING

- Identifying Customer Segments Using Cluster Analysis
- Deciding Which Segment to Target Using Discriminant Analysis and Classification
- Heuristic-Based Customer Selection Using RFM Analysis

2
DAY

ESG FRAMEWORK AND REPORTING

- Model-Based Customer Selection Using Logistic Analysis
- Calculating Customer Lifetime Value (CLV)
- Capstone Exercise: End-to-End Application



SYMBIOSIS INTERNATIONAL UNIVERSITY



WHO IS IT FOR

Junior and Mid-Level Marketing Professionals: These are those involved in strategic planning, market analysis, and customer engagement. The program will enhance their ability to interpret data and implement data-driven marketing decisions.

Marketing Analysts: Professionals who handle customer data and are responsible for generating actionable insights will gain expertise in advanced analytical techniques and tools.

Decision-makers: Executives and leaders who need to understand customer segmentation and value analysis to guide their teams and influence organizational strategies. By catering to these groups, the MDP ensures a practical learning environment where participants can directly apply the concepts to their professional responsibilities.

ELIGIBILITY CRITERIA / PRE-REQUISITES

Basic knowledge of R-Studio and Excel and Statistics

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MESSAGE FROM DIRECTOR

In this era of rapid changes, organizations are faced with the steep challenge of trying to cope with the changing circumstances. We at SCMHRD understand this dimensional drift that the organizations are faced with. Hence, it remains our constant endeavour to augment ourselves in being of assistance to organizations at this juncture. Our well rounded strategy of continuous research and industry partnership lays the foundation of our approach to Management Development Programmes.

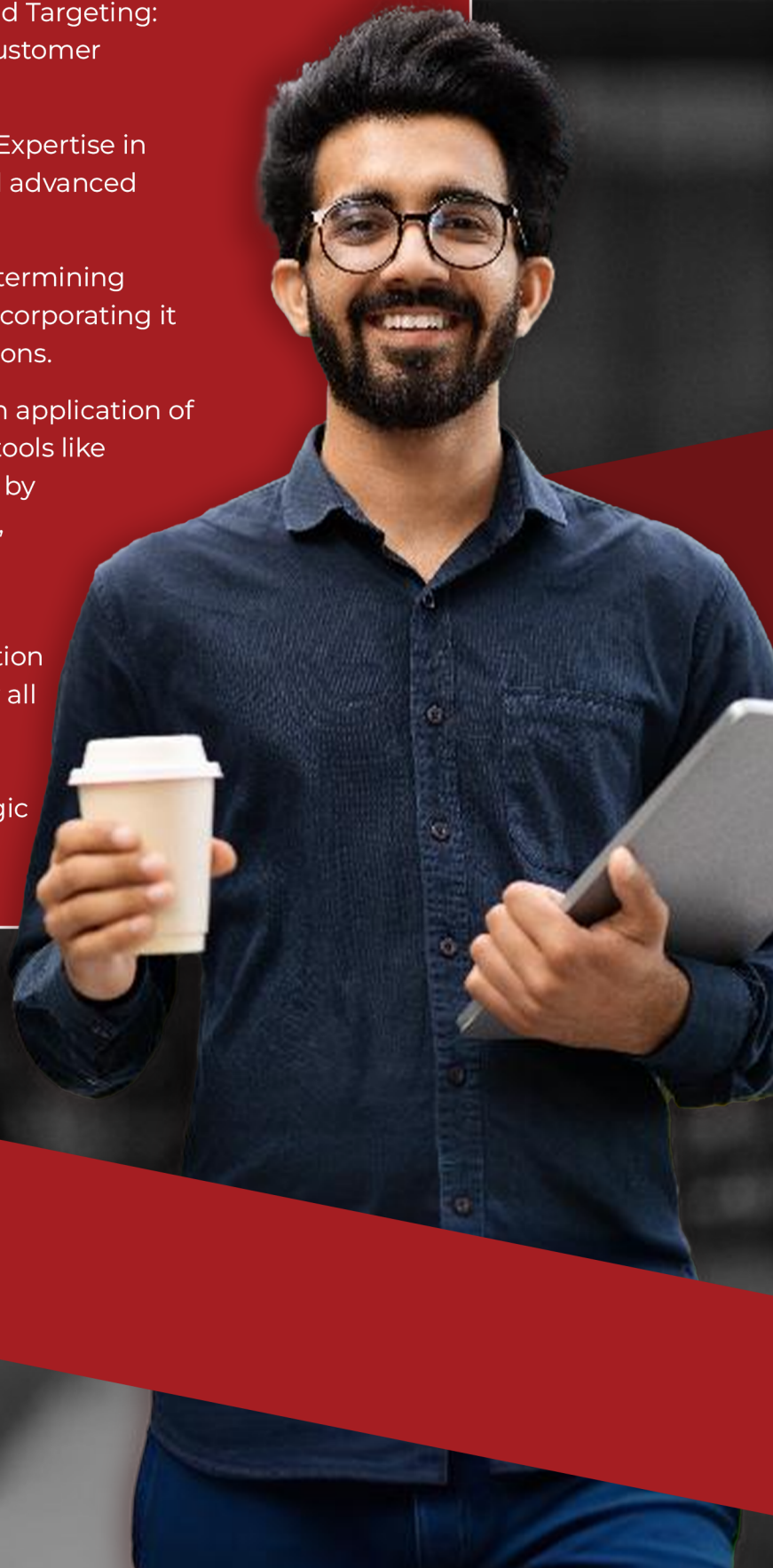
Dr. Netra Neelam, Director, SCMHRD

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KEY TAKEAWAYS

- ◆ Program Certificate and course material
- ◆ Data-Driven Segmentation, and Targeting: Skills to identify and analyze customer segments
- ◆ Customer Selection Methods: Expertise in both heuristic approaches and advanced modelbased methods
- ◆ CLV Calculation: Mastery in determining customer lifetime value and incorporating it into strategic marketing decisions.
- ◆ Practical Experience: Hands-on application of theoretical concepts through tools like R-Studio and Excel, supported by ready-to-use code templates, datasets, and comprehensive documentation.
- ◆ Integrated Learning: Participation in a capstone exercise to apply all learned concepts to realworld scenarios, culminating in actionable insights and strategic recommendations.





PROGRAM DATES & DURATION

2 days program on 1st - 2nd March, 2025

PROGRAM FEES

- ▶ INR 20,000 per participant inclusive of GST
- ▶ The program sessions will be undertaken in offline mode at SCMHRD, Pune campus
- ▶ This is a non-residential program

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