



MDP on Marketing Analytics

24-25 February 2022

PROGRAM DIRECTOR: DR. O.P.Wali

The Indian Institute of Foreign Trade (IIFT) was set up in 1963 by the Government of India as an autonomous organization to help professionalize the country's foreign trade management and increase exports by developing human resources; generating, analyzing and disseminating data; and conducting research. The Institute visualizes its role as a catalyst for new ideas, concepts and skills for the internationalization of the Indian economy. IIFT is also a primary provider of training and research-based consultancy in the areas of international business, the corporate sector, Government and the student community, at large.

With speedy advances in information technology and access to huge amount of structured and unstructured data, competence in analytics has become a key success factor for business professionals. The programme cover basics, analytics tools, and application in marketing function. It will include modelling, basic statistics, dive deep exploration and some popular predictive techniques to get actionable marketing insights. It will be a fully hands-on programme where participants work on actual problems, design solution approach, and develop validated models.

Program Contents:

- ❖ Data driven decision making
- ❖ Identify marketing analytics opportunities
- ❖ Data management
- ❖ Exploratory tools and visualization
- ❖ Predictive analytics and foresight support
- ❖ Prescriptive methods
- ❖ Analytics governance and maturity steps.

PROGRAM PEDAGOGY

The methodology adopted is learner centered hands-on approach to facilitate participants take control of their learning process, experience results, face difficulties and enhance competencies. Participants will be provided opportunities to dive deep into various relevant use cases and apply relevant techniques and tools for analytical goals.

Programme Administration:

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WHO SHOULD ATTEND?

Executives and Managers engaged in marketing analytics and governance of analytics let transformation.

HOW TO REGISTER: Please send email with nominations to richa@iift.edu. Online registration facility may also be availed by visiting this link <http://docs.iift.ac.in/pilotweb/mdp/>

PROGRAMME DURATION: 2 DAYS

PROGRAM FEE: Rs. 16000/- (+18% GST)

DISCOUNT: There is a 10% discount on nomination of 5 candidates from the same organization.

The payment can be made through NEFT (Indian Bank, A/c No.767635122, IFSC Code-IDIB000M089). or through DD/cheque in favour of Indian Institute of Foreign Trade, New Delhi. Please provide the transaction details (UTR No./transaction ID and date of transaction etc.in case of online/NEFT detail

