

DATA INTELLIGENCE



Objective

This training aims to equip decision makers, marketers, competitive strategy experts and IT professionals with the knowledge and skills required to effectively collect, analyze, and leverage data for informed decision-making and strategic advantage in business, marketing, and competition.



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CS&Clarks

Who should attend

This certification is designed for a diverse range of professionals seeking to enhance their expertise on how to benefit from **Data Intelligence**.

Decision makers and senior leadership and executives that wish to take **data-driven decisions** that align with **organizational objectives** to gain competitive advantage in the market.

Additionally, **marketers** will benefit from gaining a deep understanding of their customer behavior, evaluate campaign performance, **gain market insights** and align product development with market demands and trends.

Competitive strategy experts and IT professionals will learn ethical and effective ways to monitor competitors, anticipate market shifts and to collect and analyze data about competitors, customers, and market conditions.



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Day 1: Introduction to Intelligence Frameworks

- Overview of BI, MI, and CI
- Key differences and interdependencies
- Importance of data-driven decision-making in modern organizations

Day 2: Data Collection and Management

- Data Sources for BI, MI, and CI
- Data Integration and Warehousing
- Market Research Tools and Techniques
- Competitive Intelligence Data Gathering

Day 3: Analytics and Visualization

- Business Intelligence Analytics
- Marketing Analytics
- Competitive Intelligence Analysis

Day 4: Tools and Technologies

- BI Tools
- Marketing Intelligence Tools
- Competitive Intelligence Tools

Day 5: Strategy and Implementation

- Developing BI Strategies
- Marketing Intelligence in Action
- Competitive Intelligence in Action
- Use cases and best practices

