Deloitte.

Bulgaria | Workshops | March 2016

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