

Bridge School of Management presents Marketing Analytics for Business Impact - a 2 day course empowering key managers leading the analytics initiative in the organization.

Build capabilities, enhance problem-solving perspectives and create the infrastructure to implement Analytics in Marketing in this renowned program facilitated by Dr. Arindam Banerjee, Professor, IIM Ahmedabad, Ph.D., State University New York.



Course dates: 2 - 3 September 2016

Most business leaders agree that Analytics is crucial to managing today's business environment. At the same, Analytics usage is still in its infancy and most users are not well versed to leverage the power of Analytics.

Curated by Prof Arindam Banerjee, IIM Ahmedabad, this 2 day program will especially benefit managers in strategic marketing planning, product management promotion, advertising and market research. Key managers leading the Analytics initiative in organizations will be empowered with data insight tools.

This program will provide participants a strategic perspective of business to its participants from fundamentals of Marketing Analytics, hands on exposure to Analytical tools to designing the right ecology for maximum impact.

Dipyaman Sanyal, Founder and CEO, Dono Consulting, Analytics faculty, Bridge School of Management will also help facilitate the interactive sessions.

Day 1	Day 2
<ul style="list-style-type: none"> • Building the case for Marketing Analytics in India • Life cycle of Analytics project: From Business Framework design to communicating output 	<ul style="list-style-type: none"> • Predictive Analytics: Means to manipulate market. • Analytics on Digital space - Uncovering patterns and Predicting • Valedictory session - Analytics as an organizational structure.

Location: BRIDGE DLF Cyber city Campus (1st Floor, Infinity Tower B), Gurgaon from 10 AM -6 PM.

For more information and to register, please contact:

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