

2 Days
EU €950
(excluding
accommodations)

Please visit
www.scanba.org
for the most current
information.

Predictive analytics essential skills is a **business-focused** course for executives and senior managers who possess **strategic forward thinking**.

Program Overview

Predictive analytics has rapidly become a core enterprise practice necessary to sustain competitive advantage. Predictive analytics finds patterns in your data to help you predict future customer behavior. Through the use of predictive models, you can proactively focus your efforts on the most profitable outcomes for your business.

This course delivers case studies, expertise, and resources that can be used to examine your strategic objectives through the implementation of predictive analytics, a core component of business analytics in your organization.

You will learn how to:

- Define business goals for predictive analytics
- Leverage larger data for prediction and to drive larger value
- Predict how customers will respond in the future
- Own and control customer behavior
- Predictively score customers to optimize business performance
- Use key predictive modeling techniques, methods, management and deployment

Studying at SCANBA

SCANBA business analytics courses are designed to strengthen your company's value proposition, to improve decision-making processes, and to provide career enhancement opportunities and preparation for business analytics certification.

Hands-on training

Predictive analytics essential skills will introduce you to a set of practical methods for predictive data analysis. You will have an opportunity to work through real-world practice cases and learn how to prepare data and make forecasts. You will practice data filtration, regression modeling, decision trees, and pivot tables. The training requires no specific background in mathematics. The course is designed to train you to directly apply practical tools in the class.

Certificate in Business Analytics

The SCANBA Certificate in Business Analytics provides a formal recognition of your professional development and commitment to continuous learning. To know more about the SCANBA certification program visit www.scanba.org/certification

Valuable follow-up

To ensure that our customers successfully implement their new skills, we provide the following support:

- An individual plan for generating value from the predictive analytics in your organization
- An optional follow-up phone session with our trainers to help tailor predictive analytics methods to your everyday tasks
- Personal access to the support area of the SCANBA website

Personalized instruction

Our trainers individually adjust practical sessions to meet your specific goals. You will be exposed to a business case that is most relevant to your industry and your organizational needs.

Apply Now

www.scanba.org/apply

<http://www.scanba.org/courses>



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