

CRM & CRM Analytics

Duration: 1 day · **Training format:** Virtual Classroom / Online

Description

Customer Relationship Management (CRM) is the process of managing a business's interactions with its customers, encompassing strategies, technologies, and systems used to collect, analyze, and use customer information to improve customer relationships. It refers to all applications used to increase the profitability rate and commercial relationships of a business through data on all customer interactions (such as purchase frequency, purchase amount, etc.).

CRM analytics involves advanced analytical techniques such as data mining, machine learning, and artificial intelligence. The insights gained from these analyses guide businesses in developing more effective marketing strategies, optimizing customer services, and generally improving the customer experience.

CRM Analytics

It refers to the data analysis processes used to increase customer satisfaction and the business's trade volume based on the business's current customer (data) analysis. The inferences made from the analysis of customer behaviors contribute to businesses making more effective business decisions. It contributes to the improvement of customer experiences.

At the end of the training, participants are expected to have acquired theoretical knowledge on CRM analytics and the ability to use this knowledge with the Python programming language and tools.

Outline

What is CRM Analytics?

Applications of CRM Analytics

Analysis of a CRM (E-Commerce/Finance) Data Set (Review)

RFM (Recency, Frequency, Monetary) Analysis

Customer Segmentation with RFM Analysis

Clustering with K-means (K-means Clustering)

Recommender Systems

Simple Recommender Systems

Association Analysis (Association Rules)

Applications of Association Analysis

Association Rules Terms: Support, Confidence, Lift

Apriori Algorithm

Prerequisites

Having basic programming knowledge