



SM087: Market Data Analysis

Training Description:

This intensive training course equips participants with the skills and knowledge to effectively analyze market data and translate insights into actionable marketing strategies. Through a blend of lectures, hands-on exercises, and real case studies, you'll learn industry-standard techniques for data collection, cleaning, analysis, and visualization.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Identify and collect relevant market data sources
- ✓ Clean, organize, and prepare market data for analysis
- ✓ Apply statistical methods and tools to analyze market trends and customer behavior
- ✓ Develop data visualizations to communicate findings effectively
- ✓ Leverage market insights to inform strategic marketing decisions

Training Designed for:

This course is intended for Marketing professionals, Business analysts, Product managers & Entrepreneurs looking to validate their business ideas with market data.

Training Requirement:

“Hand’s on practical sessions, equipment and software will be applied during the course if required and as per the client’s request.”

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client’s learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ Introduction to Market Data Analysis
 - Understanding the role of market data in marketing strategy
 - Introduction to the market research process
 - Identifying different types of market data (primary, secondary)
 - Exploring data sources: market research reports, government data, social media analytics

DAY TWO:

- ❖ Data Collection & Preparation
 - Designing effective surveys and questionnaires for primary data collection
 - Exploring secondary data sources and online databases
 - Data cleaning techniques: handling missing values, outliers, inconsistencies
 - Data transformation: manipulating data for analysis

DAY THREE:

- ❖ Data Analysis & Statistical Techniques
 - Descriptive statistics: measures of central tendency and dispersion
 - Hypothesis testing and statistical significance

- Introduction to market segmentation techniques
- Using correlation and regression analysis for market research

DAY FOUR:

❖ Data Visualization & Storytelling

- Effective data visualization principles for marketing presentations and reports
- Choosing the right chart type for different data types
- Creating compelling data stories with visuals and insights
- Data storytelling best practices for audience engagement

DAY FIVE:

❖ Applying Market Insights to Marketing Strategies

- Translating data analysis results into actionable marketing recommendations.
- Integrating market data insights with other marketing research methods
- Using market data to inform marketing campaign development and optimization
- Ethical considerations in market data analysis and reporting

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:

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