

ADVANCED TOPIC: CUSTOMER ANALYTICS

Bachelor in Data and Business Analytics BDBA SEP-2023

ETDAM-DBA.4.M.A

Area Data Science

Number of sessions: 15

Academic year: 23-24

Degree course: FOURTH

Number of credits: 3.0

Semester: 2^o

Category: COMPULSORY

Language: English

Professor: **MARCUS JOSEPH SHERWIN**

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Marcus Sherwin holds a Bachelor in History and Classical Studies from University College Dublin, and an MBA in Business from Universidad Carlos III.

He has 9 years experience working in the Tech sector with leading multi national companies on their digital media strategies.

- Criteo Account strategist helping multinationals on their performance marketing strategy in Retail & Travel.
- Yiedlr Key Account Manager advising revenue management and marketing teams on SaaS integrations in the Aviation sector.
- TikTok Brand Partnership Manager working with Fintech clients on how they can invest with TikTok to reach audiences at scale.
- Curently works in LinkedIn as a Senior Entreprise Client Solutions Manager working with B2B clients on how they can leverage LinkedIn to engage with their target audience.

Office Hours

Office hours will be on request. Please contact at:

mjoseph@faculty.ie.edu

PREREQUISITES

- Problem solving abilities and a passion for learning new things, and what to look for when analysing a customer journey.
- Ability to think spontaneously and look at ways of measuring customer interaction that result in business outcomes.
- Curiosity for knowledge and willingness to learn new things.

SUBJECT DESCRIPTION

Customer analytics is a process by which customer behaviour data is used to help make key business decisions throughout the customer journey.

During the course we will look target market, segmentation and predictive analytics of the customer that drive business outcomes.

The goal of this course is to have a better understanding of the customer's journey from acquisition to purchase to retention.

Analysing touch points along the customer journey so that us more insight to enable us to make better informed decisions to improve efficiencies within the business.

The course will take place in seminar style double classes weeks with a final exam in the last class.

OBJECTIVES AND SKILLS

This course will provide you with an introduction to customer analytics. We will study various methods for generating customer insights from data in such areas as segmentation, targeting and positioning, customer lifetime analysis, across media channels, & attribution.

METHODOLOGY

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	36.0 %	27 hours
Discussions	26.67 %	20 hours
Exercises	10.67 %	8 hours
Group work	5.33 %	4 hours
Other individual studying	21.33 %	16 hours
TOTAL	100.0 %	75 hours

PROGRAM

SESSIONS 1 - 2 (LIVE IN-PERSON)

Buyer persona who is your customer:

- Building out buyer persona.
- Calculating your cost of acquisition of your customer.
- Determining the lifetime value of your customer.

Customer lifecycle foundations:

- Marketing hourglass method.
- Stages of the life cycle,

SESSIONS 3 - 4 (LIVE IN-PERSON)

Where to find your customer:

- Where you can target your customer based on their personal attributes
- What to target into consideration when targeting your customer.
- Looking at different marketing platforms and what to consider when targeting your target audience in each.

Looking at predictive analytics.

- Customer analytics and customer lifecycle.
- Sources of customer data.
- Customer analytics process.

SESSIONS 5 - 6 (LIVE IN-PERSON)

Handling customer data:

- Data compliance.
- Mitigate risk of data breaches.

Segmenting your audience:

- Total addressable audience.
- Market segmentation.
- In market vs out of market.

SESSIONS 7 - 8 (LIVE IN-PERSON)

Setting up your marketing funnel:

- Key things to take into consideration when setting up a funnel.
- Defining your KPIs at each funnel stage.
- Measuring overall business impact.

What channels where your audience can be found

- Setting up your funnel on different platforms.
- Ensure tracking is in place.
- Media mix.

SESSIONS 9 - 10 (LIVE IN-PERSON)

Analytics platforms

- Google Analytics.

Analytics platforms

- Limitations of certain analytics platforms when working across media channels.

SESSIONS 11 - 12 (LIVE IN-PERSON)

What channels where your audience can be found

- Setting up your funnel on different platforms.
- Tracking & measurement.
- Media mix.

CRM

- CRM platforms for marketing purposes.
- Marketing workflows.

SESSIONS 13 - 14 (LIVE IN-PERSON)

Attribution

- Marketing attribution & mix modelling
- Incrementality
- A/B testing

Dark social what can't be tracked but can impact.

B2B vs B2C customer journeys

- Mapping your customer journey
- Building our journey map
- Validating your customer journey map

SESSION 15 (LIVE IN-PERSON)

FINAL Exam.

BIBLIOGRAPHY

Recommended

- Eric Reis. *Lean Analytics*. ISBN 978144933567 (Digital)
<https://leananalyticsbook.com/>

EVALUATION CRITERIA

Your final grade in the course will be based on class participation, in-class quizzes individual work and the final exam. The weight of each one will be as follows:

Criteria	Percentage	Comments
Class Participation	10 %	
Intermediate Tests	20 %	
Individual Work	50 %	
Final Exam	20 %	

- Participation in Activities/Discussions (40%)

Active participation in class activities, discussions, and labs is an especially important aspect in this course because our focus will be on understanding how the concepts discussed in class can be applied in real-world contexts. Attendance will form the basis of your participation grade.

Over the course of the semester, you will be given some quizzes. These quizzes are intended to evaluate your understanding of the material discussed in the prior class.

- Individual work (20%)

Carry out the readings and exercises proposed.

- Final Exam (30%)

The final exam will only include material from the PowerPoint slides covered in class after the midterm exam. The exam format will include multiple choice, short answer and long answer questions. The final exam will be held during scheduled class time on TBD, from XX-YYpm.

- Minimum passing grade:

To ensure quality, we will set a minimum passing grade in all final exams.

OTHER INFORMATION

As per University Policy:

Each student has 4 chances to pass any given course distributed in two consecutive academic years (regular period and July period).

It is mandatory to attend 100% of the classes. Students who do not comply with at least 70% attendance will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course the next academic year).

Grading for retakes will be subject to the following rules:

1. Those students who failed the subject in the first regular period will have to do a retake in July (except those not complying with attendance rules who are banned from this possibility).
2. Dates and location of the July retakes will be posted in advance and will not be changed. Please take this into consideration when planning your summer.
3. The maximum grade that a student may obtain in the 2nd exam session is 8 out of 10. Those students in the 3rd call will be required to attend 50% of the classes. If due to schedule overlap, a different option will be discussed with the professor in order to pass the subject.

Attendance:

Attendance at all scheduled classes is mandatory and essential for success in the course. If you miss class for any reason, you are responsible for getting notes from classmates. If you have questions about any assignment please send me an email. Under most circumstances, students who miss a class in which a presentation, mid-term, or final exam is held will not be granted an exception or given an opportunity to do a make-up assignment or exam. However, if illness or other circumstances prevent you from adhering to the assignment/presentation due dates stated in this syllabus, an exception may be granted at the discretion of the professor. In all cases, the student must provide official documentation (e.g., from a medical doctor, counsellor) to the professor within 24 hours of the missed due date.

Students with Special Needs:

To request academic accommodations due to a special need, please contact Rafif Srour via email at: Rafif.Srour@ie.edu.

Student Privacy Statement:

At times, students may disclose personal information through class discussions. It is expected that all members of the class will respect the privacy of their classmates. This means that the information disclosed in the class will not be repeated or discussed with other students outside of the course.

Decisions about Grades:

Decisions about grades are made very carefully, and are final at the end of the course. If you have questions regarding a certain grade or you would like to receive personal feedback, you must request a meeting with me to discuss grades on specific assignments before the last class of the course. Any disputes regarding grades must be resolved before the final exam. "Extra credit" or makeup assignments will only be allowed under extenuating circumstances at the sole discretion of the course professor.

Cheating includes:

1. An act or attempt to give, receive, share, or utilize unauthorized information or unauthorized assistance at any time for assignments, papers, projects, presentations, tests or examinations. Students are permitted to mentor and/or assist other students with assignments by providing insight and/or advice. However, students must not allow other students to copy their work, nor will students be permitted to copy the work of other students. Students must acknowledge when they have received assistance from others.
2. Failure to follow rules on assignments, papers, projects, presentations, tests or examinations as provided by the course professor and/or as stipulated by IE.
3. Unauthorized co-operation or collaboration.

4. Tampering with official documents, including electronic records.
5. The impersonation of a student on presentations, exercises, tests or an examination. This includes logging onto any electronic course management tool or program (e.g. Black Board, etc.) using someone else's login and password.

Plagiarism includes:

1. Using the work of others and attempting to present it as your own. For example, using phrases or passages from books, articles, newspapers, or the internet and not referencing them properly in your document. This includes using information from others without citing it, misrepresentation of cited work, and misuse of quotation marks.
2. Submitting an assignment or paper that is highly similar to what someone else has written (i.e., minimal changes in wording, or where the sentences are similar, but in a different order).
3. You don't have to commit "word for word" copying to plagiarize – you can also plagiarize if you turn in something that is "thought for thought" the same as someone else.

Other violations of academic ethics include:

1. Not acknowledging that your work or any part thereof has been submitted for credit elsewhere.
2. Misleading or false statements regarding work completed. Knowingly aiding or abetting anyone in committing any form of an Academic Integrity violation.

(* CODE OF CONDUCT IN CLASS

1. Be on time: Students arriving more than 5 minutes late will be marked as "Absent". Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).
2. If applicable, bring your name card and strictly follow the seating chart. It helps faculty members and fellow students learn your names.
3. Do not leave the room during the lecture: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as "Absent". Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).
4. Do not engage in side conversation. As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class. If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as "Absent".
5. Use your laptop for course-related purposes only. The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as "Absent".
6. No cellular phones: IE University implements a "Phone-free Classroom" policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.
7. Escalation policy: 1/3/5. Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as "Absent." IE University implements an "escalation policy": The first time a student is asked to leave the room for disciplinary reasons (as per

items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.