# Leveraging your customer data and look like a “Rock Star”

## Introduction:

Every business has customers but are some more valuable than others?

How do you discern the valuable ones from the others?

How do you determine their value?

Better yet, how can you improve your value proposition while improving your bottom line?

These questions and others will be discussed during the workshop.

The goal of presentation is to familiarize both IT and Business professionals with key business terms, the business and statistical tools required to analyze and interpret customer data and review what insights senior leadership expects from such analyzes.

## Audience:

The presentation is geared towards marketers, executives and IT professionals, who are often responsible for curating customer data and systems.

## Method(s) and Style:

The workshop will be interactive. It will be presented using a combination of a power point deck and running R code using R Studio. The code can be downloaded prior to the presentation from Git Hub.

## Scope:

This presentation will focus on the following:

* review key marketing and customer concepts
* review analytic tools in theory and in practice
* demonstrate three customer-focused analytic examples using R Studio including (survival, NPS/survey and MSA/cluster)

The presentation will conclude with lessons learned from the trenches when using customer data.

## Takeaway(s):

* Learn key customer concepts including: Customer Lifetime Value, Market Segmentation, Net Promoter Score
* Learn how to use specific R package
* Challenges with customer data
* Understand Insights with Customer Data