



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-032

Customer Analytics and Segmentation

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

Course content

Why Attend

Understanding customers through data enables better targeting, retention and product decisions. Customer analytics combines transaction, behavioural and survey data to reveal patterns and opportunities.

This Aractech course covers customer data sources, RFM and behavioural segmentation, clustering techniques, customer lifetime value, churn analysis, campaign analytics and turning insights into action. Participants segment a real-world style customer dataset.

Course Methodology

- Hands-on analysis
- Case studies
- Segmentation workshop
- Group presentations
- Action planning

Course Objectives

- Identify and prepare customer data
- Apply RFM and behavioural segmentation
- Use clustering for segmentation
- Calculate customer lifetime value
- Analyse churn and retention
- Translate analytics into marketing actions

Target Audience

- Marketing and CRM analysts
- Data analysts

Course content

- Customer insight professionals
- Product managers

Course outline

Detailed course outline

Day-by-day outline for Customer Analytics and Segmentation.

Day 1 - Customer Data

- 09:00-09:45 | Data sources
- 09:45-10:30 | Single customer view
- 10:30-11:00 | Data preparation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Data preparation (continued)
- 11:45-12:30 | Privacy
- 12:30-14:00 | Exercise: Data audit

Day 2 - Segmentation

- 09:00-09:45 | RFM analysis
- 09:45-10:30 | Behavioural segmentation
- 10:30-11:00 | Needs-based segmentation
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Needs-based segmentation (continued)
- 11:45-12:30 | Profiling
- 12:30-14:00 | Lab: RFM segmentation

Course outline

Detailed course outline

Day-by-day outline for Customer Analytics and Segmentation.

Day 3 - Clustering

- 09:00-09:45 | Clustering concepts
- 09:45-10:30 | K-means
- 10:30-11:00 | Choosing segments
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Choosing segments (continued)
- 11:45-12:30 | Interpreting clusters
- 12:30-14:00 | Lab: Cluster analysis

Day 4 - Value and Retention

- 09:00-09:45 | Customer lifetime value
- 09:45-10:30 | Churn analysis
- 10:30-11:00 | Cohort analysis
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Cohort analysis (continued)
- 11:45-12:30 | Retention drivers
- 12:30-14:00 | Lab: Churn analysis

Course outline

Detailed course outline

Day-by-day outline for Customer Analytics and Segmentation.

| Day 5 - From Insight to Action

- 09:00-09:54 | Targeting
- 09:54-10:48 | Campaign measurement
- 10:48-11:00 | Personalisation
- 11:00-11:30 | Coffee break
- 11:30-12:12 | Personalisation (continued)
- 12:12-13:06 | Reporting
- 13:06-14:00 | Capstone: Customer insight presentation

Seminar dates

Available seminar dates

Live dates and pricing for Customer Analytics and Segmentation generated from the course details page.

Date	Location	Format	Fee
2 - 6 November 2026	Munich	Classroom	€3,225
21 - 25 December 2026	Amsterdam	Classroom	€2,830
18 - 22 January 2027	Kuala Lumpur	Classroom	€1,925
15 - 19 February 2027	Barcelona	Classroom	€2,815
15 - 19 March 2027	Geneva	Classroom	€4,315
19 - 23 April 2027	Munich	Classroom	€3,225
17 - 21 May 2027	Kuala Lumpur	Classroom	€1,925
21 - 25 June 2027	Rome	Classroom	€3,460
19 - 23 July 2027	Munich	Classroom	€3,225
16 - 20 August 2027	Amsterdam	Classroom	€2,830

Seminar dates

Available seminar dates

Live dates and pricing for Customer Analytics and Segmentation generated from the course details page.

Date	Location	Format	Fee
20 - 24 September 2027	Kuala Lumpur	Classroom	€1,925
18 - 22 October 2027	Barcelona	Classroom	€2,815
15 - 19 November 2027	Geneva	Classroom	€4,315
20 - 24 December 2027	Munich	Classroom	€3,225
2 - 6 November 2026	Online / Live	Online / Live	€1,815
21 - 25 December 2026	Online / Live	Online / Live	€1,815
18 - 22 January 2027	Online / Live	Online / Live	€1,815
15 - 19 February 2027	Online / Live	Online / Live	€1,815
15 - 19 March 2027	Online / Live	Online / Live	€1,815
19 - 23 April 2027	Online / Live	Online / Live	€1,815

Seminar dates

Available seminar dates

Live dates and pricing for Customer Analytics and Segmentation generated from the course details page.

Date	Location	Format	Fee
17 - 21 May 2027	Online / Live	Online / Live	€1,815
21 - 25 June 2027	Online / Live	Online / Live	€1,815
19 - 23 July 2027	Online / Live	Online / Live	€1,815
16 - 20 August 2027	Online / Live	Online / Live	€1,815
20 - 24 September 2027	Online / Live	Online / Live	€1,815
18 - 22 October 2027	Online / Live	Online / Live	€1,815
15 - 19 November 2027	Online / Live	Online / Live	€1,815
20 - 24 December 2027	Online / Live	Online / Live	€1,815