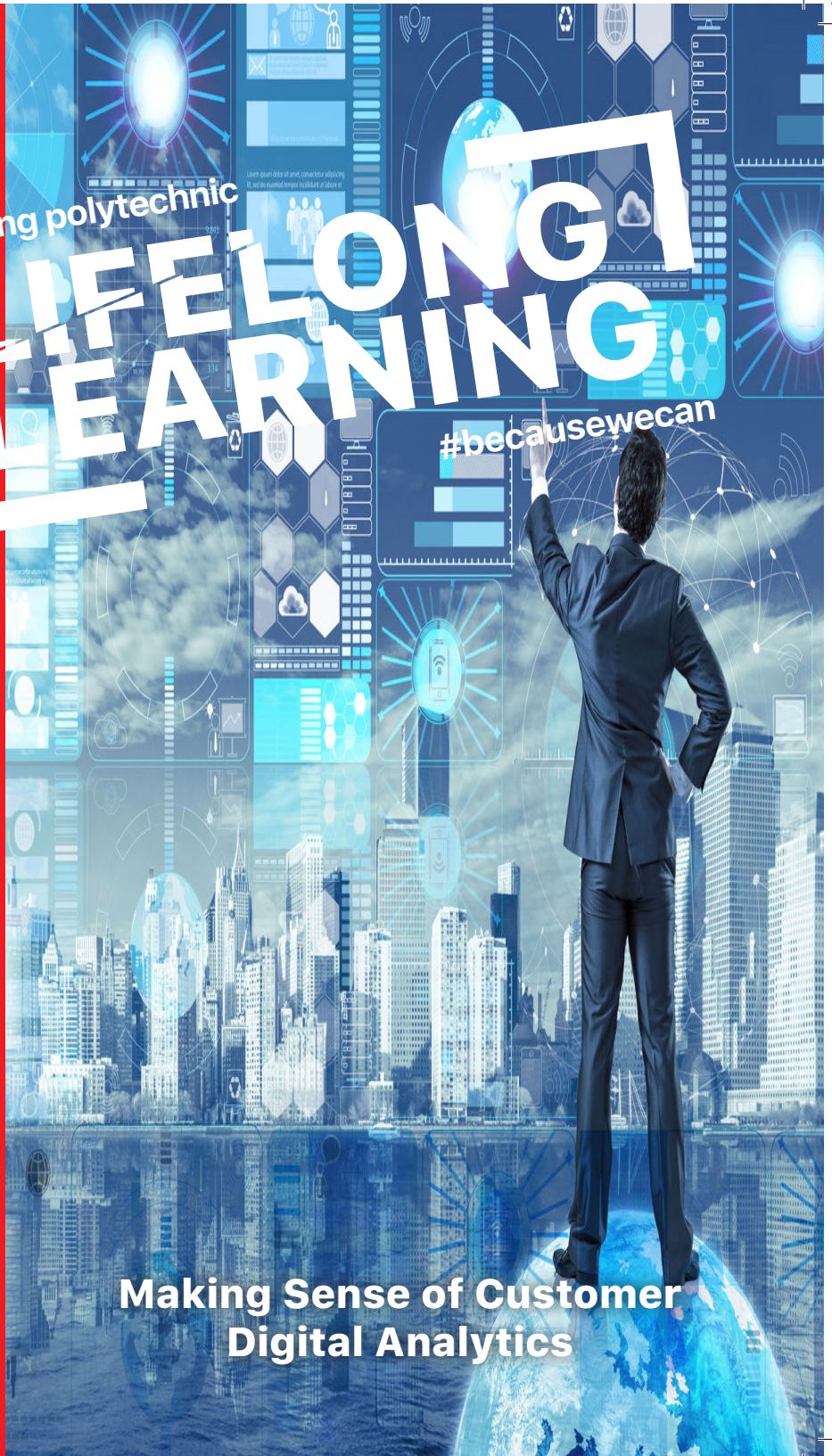


nanyang polytechnic

# LIFELONG LEARNING

#becausewecan

**Making Sense of Customer  
Digital Analytics**



## What will you learn?

Embark on this one-day course to discover more about your customers!

This course covers the following areas:

- Understand Customer Analytics and How It Benefits Your Businesses
- Apply Customer Segmentation and Profiling Techniques
- Acquire Profitable Customers through Offering Suitable Product and Marketing Campaigns

Duration: **1 day** | Time: **9am - 5pm** | Mode of Learning: **Hands-on Lab Learning**

## Who should attend?

Sales/Marketing and Quality & Service Excellence Executives and Individuals seeking to deepen or broaden their skills and knowledge in this area for better decision making in their area of work.

## How much will it cost?

	Course Fees (incl. GST)
Foreigners (unsubsidised)	\$278.20
SC <40yrs old (after funding)	\$83.46
PR (after funding)	\$83.46
SC >40yrs old (after funding)	\$31.46
SC employed by SME (after funding)	\$31.46

SC: Singapore Citizen | PR: Permanent Resident | SME: Small Medium Enterprise

### Information to Note:

All Singaporeans aged 25 and above can use their SkillsFuture Credit from the government to pay a wide range of approved skills-related courses. Visit the SkillsFuture Credit website ([www.skillsfuture.sg/credit](http://www.skillsfuture.sg/credit)) to choose from the courses available on the Training Exchange course directory. Fees are inclusive of GST. Terms and conditions apply.

### Apply Now



[www.nyp.edu.sg/schools/sbm/lifelong-learning.html](http://www.nyp.edu.sg/schools/sbm/lifelong-learning.html)

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