Data Analysis for Customer Experience: Insights to Action

25 – 29 January 2027
Lisbon (Portugal)



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Why This Course

In today's competitive market, customer experience CX is a key differentiator for business success. Organizations that understand and act on customer data can improve satisfaction, loyalty, and overall performance. This intensive 1-week course equips participants with practical skills to harness data analytics for actionable customer insights, enabling data-driven strategies that enhance the customer journey.

What You'll Learn and Practice

By participating in this program, you will:

- Understand the fundamentals of customer experience analytics and key metrics.
- Collect, clean, and integrate customer data from multiple sources.
- Apply advanced analytics techniques, including predictive modeling, segmentation, and sentiment analysis.
- Develop actionable, data-driven strategies to optimize the customer journey.
- Create compelling visualizations and dashboards for stakeholders.
- Implement continuous improvement processes based on insights and analytics feedback.

The Program Flow

Day 1: Introduction to Customer Experience Analytics

- Understanding the customer experience landscape
- Key metrics and KPIs in customer experience
- Data sources and collection methods
- Ethics and privacy in customer data analytics

Day 2: Data Collection and Preprocessing

- Customer data integration techniques
- Data cleaning and normalization
- Feature engineering for customer analytics
- Building a unified customer view



Day 3: Advanced Analytics Techniques

- Predictive analytics for customer behavior
- Sentiment analysis and text mining
- Customer segmentation and clustering
- Journey mapping and touchpoint analysis

Day 4: Data-Driven Strategy Development

- Translating insights into action plans
- Personalization and customer targeting
- Optimizing customer touchpoints
- Measuring and improving customer loyalty

Day 5: Visualization, Reporting, and Continuous Improvement

- Creating impactful data visualizations
- Developing executive dashboards
- Implementing feedback loops for continuous improvement
- Future trends in customer experience analytics

Individual Impact

- Gain confidence in analyzing and interpreting complex customer data.
- Develop skills to translate analytics into actionable strategies.
- Enhance ability to improve customer satisfaction, loyalty, and engagement.
- Build expertise in presenting insights to executives and stakeholders.

Work Impact

- Implement data-driven customer experience strategies across your organization.
- Optimize customer touchpoints and journey mapping initiatives.
- Increase customer loyalty and retention through actionable insights.
- Enable a culture of continuous improvement powered by analytics.

Training Methodology

This course combines theory with hands-on exercises to ensure practical learning:

- Real-world customer data analysis exercises.
- Hands-on predictive modeling, segmentation, and sentiment analysis workshops.
- Dashboard creation and visualization exercises for stakeholder reporting.
- Case studies and group discussions for actionable insights development



Beyond the Course

Participants will leave equipped to:

- Develop and implement a comprehensive customer analytics strategy.
- Extract actionable insights from complex customer datasets.
- Measure and improve customer satisfaction, loyalty, and engagement.
- Communicate data-driven recommendations confidently to leadership teams.

