

Data Analysis for Customer Experience: Insights to Action

13 – 17 December 2026
Istanbul (Turkey)

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The background of the entire page features a grayscale checkered chessboard. Several chess pieces are visible: a silver pawn on the left, a silver pawn in the center, and a large gold king piece on the right. In the far right, another piece is partially visible. Overlaid on this background are several concentric, light gray circles that radiate from the center, creating a ripple effect.

Data Analysis for Customer Experience: Insights to Action

Ref: 321830_147946 **Date:** 13 – 17 December 2026 **Location:** Istanbul (Turkey) **Fees:** 4200 GBP

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 5-day 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

A decorative graphic in the bottom right corner featuring a chessboard with several chess pieces (a king, a queen, and a pawn) and concentric circles radiating from behind them.

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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

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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.

A graphic of a chessboard with several chess pieces (a king, a queen, and a pawn) in gold and silver, set against a background of concentric circles.

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