

salt | DataViz My

present

Understanding your customers through analytics: How deep does this rabbit hole go?

Join us for a half-day workshop to survey the analytics and data science landscape to help you deeply understand your customers.

14th July at 10am @Salt's KL Office

A-2-4 Plaza Damas, No 60 Jalan Sri Hartamas
1, 50480 Kuala Lumpur

Workshop topics:

- Digital marketing and analytics
- Customer Lifetime Value and Customer Journey
- Segmentation - Customer Personas
- Consumer purchase mapping (online to offline)
- Customer Experience (CX) and Single Customer View
- Digital advertising performance analytics
- Social analytics (brand sentiment on social media)

Salt is a global digital recruitment agency dedicated to matching the right candidates to the right roles focusing on permanent and contract roles in the digital industry across Creative, Marketing, Sales, and Technology.

Speakers



Salim Khubchandani is passionate about bridging and forging stronger customer relationships, using analytics to understand insights and digital marketing to target consumers. Salim has worked with leading marketing organisations and blue-chip brands such as Philips, WPP's OgilvyOne Worldwide and J. Walter Thompson.



Teng Chan Leong is a technology expert with strong business process knowledge, strategy, analytical thinking, problem-solving, and data analytics. Chan Leong is an alumnus of Carnegie Mellon University in the United States and the Axiata Young CEO Development Programme.

DataViz My is a learning organisation which offers intensive training services to entrepreneurs, startups, enterprises, governments and education institutions. The trainings are run by knowledgeable and friendly instructors who have senior industry experience across diverse sectors.

RSVP: Please email Aileen Doraisamy adoraisamy@welovesalt.com to confirm your attendance.

www.welovesalt.com/asia/

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