Garnet
Garnet Global Training Center

GGT-DS-126

Data Science & Analytics

Customer Analytics

تحليلات العملاء

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Customer Analytics practise the methods, tools and standards they need to perform reliably and solve problems on the job. Turn data into decisions with statistics, visualisation and machine learning. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Customer Analytics to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

Who should attend

Analysts, engineers, researchers and managers who work with data. Practitioners with one to five years of experience benefit most.

Key topics

- Data preparation and cleaning
- Statistics for decisions
- Visualisation and dashboards
- Python and SQL in practice
- Predictive models
- Data storytelling

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Customer Analytics: principles and standards
- Data storytelling
- Regional and international case studies

Day 2 Methods and tools in practice
- Data preparation and cleaning
- Statistics for decisions

Day 3 Diagnosis and problem solving
- Visualisation and dashboards
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- Python and SQL in practice
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Predictive models
- Measurement and reporting

10-day outline

Day 1 Customer Analytics: principles and standards
- Data storytelling
- Regional and international case studies

Day 2 Methods and tools in practice
- Data preparation and cleaning
- Statistics for decisions

Day 3 Diagnosis and problem solving
- Visualisation and dashboards
- Checklists and templates to take away

Day 4 Quality, safety and documentation
- Python and SQL in practice
- Group discussion and peer review

Day 5 Workshop, assessment and action plan
- Predictive models
- Measurement and reporting

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
17–21 May 2027	5-day classroom	Barcelona	English	4,750
4–8 Oct 2027	5-day classroom	Dubai	English	4,750
1–5 Nov 2027	5-day online	Live online	English	2,950
12–23 Dec 2027	10-day classroom	Riyadh	English	8,950
10–21 Jan 2028	10-day classroom	London	English	8,950
13–17 Feb 2028	5-day classroom	Muscat	English	4,750
10–14 Apr 2028	5-day classroom	Dubai	Arabic	4,750
4–15 Dec 2028	10-day online	Live online	Arabic	5,450
16–20 Apr 2029	5-day classroom	Abu Dhabi	Arabic	4,750
21–25 May 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
17–28 Sep 2029	10-day classroom	Barcelona	English	8,950
18–22 Nov 2029	5-day classroom	Riyadh	English	4,750
3–14 Feb 2030	10-day classroom	Cairo	English	8,950
17–28 Jun 2030	10-day online	Live online	Arabic	5,450
1–5 Jul 2030	5-day classroom	Abu Dhabi	English	4,750
2–6 Sep 2030	5-day classroom	Barcelona	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/