

BD Track : Business Data Analytics 2B

ECTS : 3

**Description du contenu de l'enseignement :**

**1. Business Development: Managing distribution channel performance**

- Objective: Identify levers for optimizing sales performance
- Data: Sales by channel, conversion rates, return on advertising investment
- Methods: Segmentation analysis, acquisition cost optimization, sales forecasting

**2. Marketing: Personalizing customer recommendations**

- Objective: Improve conversion by offering tailored recommendations
- Data: Purchase history, customer profiles, behavioral data
- Methods: RFM segmentation, customer clustering, propensity scoring

**Compétence à acquérir :**

Advanced and Applied Data Analytics

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