

Introduction to Strategy Design with StrategyBUILDER™



Course Description:

Prerequisites: Introduction to Decision Trees using KnowledgeSEEKER®

An introductory course to StrategyBUILDER and its usage to create, validate and deploy actionable customer strategies. Special focus will be given to the development process and the effective segmentation of accounts based on predictive scores and key performance indicators. The course is oriented towards business analysts and decision makers responsible for the development and measurement of client strategies.

This course is intended for intermediate to experienced users.

Course Curriculum:

- Translating Business Objectives into Actionable Customer Strategies
- Strategy Implementation Process
- Designing Strategies
- Customer Segmentation
- Calculating Key Performance Metrics
- Applying Treatments
- Using Linear Programming in the Optimization of Client Strategies
- Validating Strategies
- Deployment and Integration considerations
- Monitor Performance Metrics
- Case Studies

I just wanted to send you a quick note to let you know that Angoss made a fantastic job of delivering the 2-day training course. Although all of us were impressed with the software tool, we were even more impressed by the presenter herself. The presenter's academic expertise, depth of product knowledge, communication style and (above all) her superb balance of theory with commercial pragmatism, made the course hugely informative, interesting ... and fun.

- Database Marketing

Course Delivery:

Each class is taught by a senior level data mining specialist, and is delivered in a classroom environment or live web cast. The sessions are highly interactive consisting of solution overviews, product demonstrations and student exercises. Our instructors all have years of experience in a wide variety of industries – giving them invaluable skills needed to meet your learning objectives.

Delivery options are as follows:

1. Onsite Delivery – Onsite visits are ideal for medium to larger sized teams. This 1-day analytical workshop is held at your offices for a group session of up to 6 users.
2. Online Modules – The workshop is taught through a series of 3 individual 90-minute WebEx sessions. This model is ideal for users located in different geographic areas. Up to 6 team members can be trained using the online format. Sessions can be customized to accommodate your schedule.

Course Outcomes:

Upon completion of this course, you will be able to:

- Design strategic segmentations of customers / portfolios
- Evaluate segments based on key performance metrics
- Assign treatments or actions to target segments
- Compare champion/challenger strategies
- Develop optimal business strategies that maximize client profit
- Integrate strategies into your business process by reporting or scoring
- Receive a certificate of completion

For more information regarding training, including fees and delivery models please contact your account manager

About Angoss Software

As a global leader in predictive analytics, Angoss helps businesses increase sales and profitability, and reduce risk. Angoss helps businesses discover valuable insight and intelligence from their data while providing clear and detailed recommendations on the best and most profitable opportunities to pursue to improve sales, marketing and risk performance.

Our suite of desktop, client-server and in-database software products and Software-as-a-Service solutions make predictive analytics accessible and easy to use for technical and business users. Many of the world's leading organizations use Angoss software products and solutions to grow revenue, increase sales productivity and improve marketing effectiveness while reducing risk and cost.

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