



AI AND DIGITAL TRANSFORMATION TRAINING

Customer Analytics and Segmentation

3 day course

Classroom, online or in-house

Course overview

Organisations spend heavily to acquire customers and comparatively little to understand which of them are worth keeping, which is how marketing budgets get spent on people who were leaving anyway. This course covers the analysis that changes that. Delegates work through customer data assembly across the systems it sits in, segmentation approaches from simple value based grouping through to behavioural clustering, and the profiling that makes a segment actionable rather than merely statistical. Lifetime value is calculated. Churn prediction and retention targeting follow, along with the measurement of whether an intervention actually worked. The course closes on privacy and consent obligations, which constrain what may be done with customer data.

What you will learn

- Assemble customer data across the systems it sits in
- Apply value based and behavioural segmentation
- Profile a segment so it can actually be acted on
- Calculate customer lifetime value
- Build churn prediction and target retention effort
- Measure whether an intervention actually worked
- Work within privacy and consent obligations

Who should attend

- Marketing and customer insight staff
- Data analysts supporting commercial teams
- Sales and account management leaders
- Product managers and pricing staff
- Compliance staff overseeing customer data use

Course outline

- 01 Spending to acquire, not to keep
- 02 Assembling customer data
- 03 Value based segmentation
- 04 Behavioural clustering
- 05 Profiling for action
- 06 Customer lifetime value
- 07 Churn prediction and retention targeting
- 08 Measuring intervention effect, privacy and consent

Upcoming dates

Dates	Venue	Format	Fee per delegate
21 to 23 September 2026	Johannesburg, South Africa	Classroom	R14,950
26 to 28 October 2026	Nairobi, Kenya	Classroom	USD 995
16 to 18 November 2026	Harare, Zimbabwe	Classroom	USD 995
30 December 2026 to 1 January 2027	Online	Online	R6,500



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

AfriScience Group | +27 61 536 6531 | info@afriscience.co.za | Pretoria, Gauteng, South Africa