BUSINESS ANALYTICS

1. Remembering: Recall key concepts and principles of business analytics, HR analytics, and marketing analytics.
2. Understanding: Comprehend the importance of workforce analytics and its impact on business decision-making.
3. Applying: Apply sales performance analysis techniques to improve sales strategies and outcomes.
4. Analyzing: Analyze CRM data to identify customer behavior patterns and preferences for targeted marketing campaigns.
5. Evaluating: Evaluate propensity analytics models for predicting customer actions and behaviors.
6. Creating: Develop critical financial analytics to enhance financial decision-making and risk management strategies.
7. Innovating: Propose innovative risk-based pricing strategies based on financial analytics insights.
8. Collaborating: Work collaboratively to implement workforce analytics initiatives and optimize HR processes for organizational success.