Customer data analytics are fast emerging as one of the cornerstone activities involving enterprise systems to evaluate and manage customer relationships and equity in business organizations. Customers are the most valuable asset of many companies. To capitalise on this asset, customer data analytics help to answer questions such as who are the most valuable customers, what products your customers will buy, where and when a customer purchase will occur, who will respond to your marketing offers or online advertisements, what is the ROI of a social marketing campaign, etc.

This course aims to introduce concepts in customer relationship management (CRM), systems and software for analyzing customer data, data analytic tools and database marketing techniques to evaluate customer data and relationships.

**Programme Benefits**

- Understand the conceptual foundations of customer relationship management (CRM)
- Know systems, technologies and software for customer data analytics and CRM
- Apply data analytic tools and database marketing techniques to evaluate and manage customer relationships
Dr. Ke-Wei Huang is an Assistant Professor in the Department of Information Systems at School of Computing, National University of Singapore (NUS). Dr. Huang received his Ph.D. in Information Systems (2007) and M.Sc. (with honors) in Information Systems (2002) from the Stern School of Business at New York University, and his M.B.A. in Finance (1997) and B.Sc. in Electrical Engineering (1995) from National Taiwan University. His field of specialization and research is the economics of information systems, pricing information goods, e-commerce personalization strategies, and text mining applications in finance. His works have been published in Information Systems Research, Strategic Management Journal, Production and Operations Management, Quantitative Marketing and Economics, Journal of Economics & Management Strategy, IEEE Transaction on Engineering Management, Decision Support Systems, and ACM Transactions on MIS.

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