Datastat Research
Building Capacity in Training and Research

DATASTAT TRAINING IN

OFFICIAL COURSE PROSPECTUS

Center for Advanced Research & Professional Development

Nairobi Training Center • Global Virtual Academy • Corporate On-Site

ARTIFICIAL INTELLIGENCE AND BLOCK CHAIN

AI for Marketing Analytics Training Course

Comprehensive Course Syllabus, Practical Modules & Upcoming Schedules

PROGRAM SPECIFICATIONS & HIGHLIGHTS

DURATION
5 Days Practical Hands-on

DELIVERY MODES
In-Person Class & Live Virtual

CERTIFICATION
Accredited Certificate of Completion

INTAKES / DATES
Multiple Cohort Schedules Included

PREPARED FOR:

Valued Participant

Email: training@datastatresearch.org | Issued: November 21, 2026

Academic & Professional Training Year: 2026

DATASTAT TRAINING INSTITUTE

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Training Centers: Nairobi • Mombasa • Kigali • Dubai • Live Virtual Academy

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AI for Marketing Analytics Training Course

Artificial Intelligence And Block Chain • 5 Days Intensive • Accredited Certification

Course Overview

AI for Marketing Analytics Training Course is designed to equip professionals with advanced skills in Artificial Intelligence (AI), machine learning, predictive analytics, customer intelligence, marketing automation, and data-driven decision-making.

Key Skills & Software Tools Covered

Marketing analytics • Customer segmentation • Predictive modeling • Campaign optimization

Upcoming Training Schedules

Confirmed cohort intakes and venues. Both physical in-person classroom and live virtual online seats are available.

TRAINING DATES	LOCATION / VENUE	FORMAT / DURATION	INVESTMENT (FEE)
21 Sep 2026 – 25 Sep 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
21 Sep 2026 – 25 Sep 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
28 Sep 2026 – 2 Oct 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
28 Sep 2026 – 2 Oct 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
28 Sep 2026 – 2 Oct 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**

* Corporate discounts and customized cohort scheduling are available for teams of 3 or more participants.

Course Curriculum & Modules

AI for Marketing Analytics Training Course

Introduction

AI for Marketing Analytics Training Course is designed to equip professionals with advanced skills in Artificial Intelligence (AI), machine learning, predictive analytics, customer intelligence, marketing automation, and data-driven decision-making. In today's digital economy, organizations are leveraging AI-powered marketing analytics to understand customer behavior, optimize campaigns, personalize experiences, and maximize return on investment (ROI). This course explores how modern marketers can use big data analytics, generative AI, natural language processing (NLP), customer segmentation, recommendation engines, and predictive modeling to create smarter marketing strategies and competitive advantages.

Through practical applications and real-world case studies, participants will learn how to transform marketing data into actionable insights using cutting-edge AI technologies. The program covers AI-driven customer insights, campaign optimization, sentiment analysis, attribution modeling, marketing forecasting, automation platforms, and intelligent decision systems. By combining marketing expertise with advanced analytics capabilities, learners will develop the skills needed to build high-performing, personalized, and measurable marketing solutions in an AI-powered business environment.

Course Duration

5 days

Course Objectives

By the end of this course, participants will be able to:

- Understand the fundamentals of Artificial Intelligence and its role in modern marketing analytics.
- Apply machine learning algorithms for customer behavior prediction and marketing optimization.
- Develop AI-powered customer segmentation and personalization strategies.
- Use predictive analytics to forecast marketing trends and customer demand.
- Implement marketing automation workflows using AI technologies.
- Analyze customer opinions using Natural Language Processing (NLP) and sentiment analytics.
- Build intelligent models for customer lifetime value (CLV) prediction.
- Apply generative AI tools for content creation and campaign enhancement.
- Optimize digital marketing campaigns through AI-driven performance analytics.
- Understand marketing attribution modeling and AI-based decision intelligence.
- Utilize big data analytics platforms for scalable marketing insights.
- Create data-driven strategies using real-time customer intelligence.
- Develop ethical and responsible approaches to AI adoption in marketing ecosystems.

Target Audience

- Marketing Managers and Digital Marketing Professionals
- Data Analysts and Business Intelligence Specialists
- Marketing Strategists and Brand Managers
- CRM and Customer Experience Professionals
- Social Media and Content Marketing Specialists
- Business Owners and Entrepreneurs
- Sales and Revenue Optimization Teams
- AI, Data Science, and Analytics Professionals

Course Modules

Module 1: Foundations of AI in Marketing Analytics

- Introduction to AI-powered marketing transformation
- Understanding marketing data ecosystems and analytics maturity
- Overview of machine learning, deep learning, and generative AI
- Role of AI in customer engagement and business growth
- Case Study: How Netflix uses AI recommendations to personalize customer experiences

Module 2: Customer Intelligence and AI-Based Segmentation

- Customer profiling using AI analytics techniques
- Behavioral analytics and audience discovery
- Machine learning approaches for customer clustering
- Predictive customer personas and personalization strategies
- Case Study: Amazon’s AI recommendation engine for customer personalization

Module 3: Predictive Analytics for Marketing Decision Making

- Fundamentals of predictive marketing models
- Customer churn prediction and retention analytics
- Sales forecasting using AI models
- Campaign response prediction techniques
- Case Study: Starbucks AI-driven customer prediction and loyalty optimization

Module 4: AI-Powered Digital Campaign Optimization

- AI techniques for improving marketing campaign performance
- Automated bidding and advertising optimization
- Conversion rate optimization using machine learning

- Marketing funnel analytics and performance measurement
- Case Study: Google Ads AI-powered campaign optimization solutions

Module 5: Natural Language Processing for Marketing Insights

- Text analytics and customer feedback analysis
- Social media sentiment analysis using AI
- Brand reputation monitoring
- Chatbots and conversational marketing systems
- Case Study: Coca-Cola's use of AI sentiment insights for brand engagement

Module 6: Generative AI for Marketing Content and Creativity

- Introduction to generative AI marketing applications
- AI-assisted copywriting and content personalization
- Automated campaign ideation and creative optimization
- AI-generated customer communication strategies
- Case Study: How global brands use generative AI for personalized marketing campaigns

Module 7: Marketing Analytics Platforms and AI Tools

- Overview of AI marketing analytics platforms
- Integrating CRM, social media, and customer data sources
- Dashboard creation and intelligent reporting
- Real-time marketing performance monitoring
- Case Study: Salesforce AI analytics for customer relationship management

Module 8: Future Trends, Ethics, and AI Marketing Strategy

- Responsible AI and data privacy in marketing
- Building AI-driven marketing strategies
- Measuring AI marketing ROI and business impact
- Emerging trends in autonomous marketing systems
- Case Study: Global organizations adopting AI-driven marketing ecosystems

Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@datastatresearch.org or call +254724527104

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to DATASTAT CONSULTANCY LTD account, as indicated in the invoice so as to enable us prepare better for you.

Certification & Learning Methodology

- Hands-on practical delivery with real-world datasets, case studies, and lab exercises.
- Post-training mentorship, access to class resources, and customized follow-up support.
- Participants who successfully complete the course receive an accredited Datastat Certificate of Completion.

How to Enroll & Reserve Your Seat

1. Online Registration: Visit https://datastatresearch.org/courses/ai-for-marketing-analytics-training-course to register online.
2. Email Booking: Send participant details to training@datastatresearch.org for official invoice & reservation.
3. Support & Assistance: Inquire via phone +254 724 527 104 | +254 734 969 612.