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

ECONOMICS INSTITUTE

Consumer Demand Analysis 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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Consumer Demand Analysis Training Course

Economics Institute • 5 Days Intensive • Accredited Certification

Course Overview

Consumer Demand Analysis Training Course provides practical knowledge in consumer demand forecasting, market segmentation, customer analytics, demand estimation, elasticity analysis, competitive intelligence, sales forecasting, and data-driven decision-making.

Key Skills & Software Tools Covered

MS Word • Excel • SPSS • and Tableau

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)
7 Sep 2026 – 11 Sep 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Dubai	Classroom / 5d	**$5,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Cape Town	Classroom / 5d	**$4,500 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Addis Ababa	Classroom / 5d	**$3,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Singapore	Classroom / 5d	**$5,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Istanbul	Classroom / 5d	**$5,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Bangkok	Classroom / 5d	**$5,000 USD / KES 110,000**
7 Sep 2026 – 11 Sep 2026	Accra	Classroom / 5d	**$4,000 USD / KES 110,000**
14 Sep 2026 – 18 Sep 2026	Nairobi	Classroom / 5d	**$1,500 USD / KES 110,000**
14 Sep 2026 – 18 Sep 2026	Kigali	Classroom / 5d	**$3,000 USD / KES 110,000**
14 Sep 2026 – 18 Sep 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

Consumer Demand Analysis Training Course

Introduction

Consumer Demand Analysis is a strategic business discipline that enables organizations to understand customer needs, purchasing behavior, market trends, price sensitivity, and demand drivers. Consumer Demand Analysis Training Course provides practical knowledge in consumer demand forecasting, market segmentation, customer analytics, demand estimation, elasticity analysis, competitive intelligence, sales forecasting, and data-driven decision-making. Participants will learn how to transform consumer, market, and economic data into actionable insights that support pricing, marketing, production, inventory, and strategic planning.

The course emphasizes modern demand analytics techniques, including quantitative and qualitative research, consumer behavior analysis, statistical modeling, trend analysis, scenario planning, and predictive demand forecasting. Through practical exercises and global case studies, participants will develop the ability to identify changing consumer preferences, measure demand responsiveness, evaluate market opportunities, and improve organizational competitiveness. The training is suitable for professionals seeking to strengthen evidence-based decision-making and build resilient, customer-centric business strategies.

Course Objectives

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

- Analyze consumer demand patterns using modern analytical techniques.
- Apply consumer behavior analytics to business decisions.
- Evaluate market trends and emerging demand drivers.
- Conduct customer segmentation and demand profiling.
- Measure price, income, and cross-price elasticity of demand.
- Develop accurate consumer demand forecasting models.
- Apply statistical and predictive analytics to demand data.
- Evaluate competitive and market intelligence.
- Interpret consumer research and purchasing behavior.
- Use scenario analysis for demand uncertainty and risk.
- Apply data-driven pricing and revenue strategies.
- Develop actionable demand insights for strategic planning.
- Improve customer-centric decision-making and organizational performance.

Organizational Benefits

- Strengthen data-driven consumer decision-making.
- Improve demand forecasting accuracy.
- Identify profitable customer segments.
- Optimize pricing and promotional strategies.
- Reduce demand-related business risks.
- Improve inventory and production planning.
- Detect emerging consumer trends earlier.
- Strengthen competitive market positioning.
- Improve marketing and sales effectiveness.
- Support sustainable revenue growth.

Target Audience

- Marketing and Sales Managers
- Business Analysts
- Economists and Researchers
- Demand and Supply Planners
- Product Managers
- Pricing and Revenue Managers
- Strategic Planning Professionals
- Entrepreneurs and Business Owners

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Consumer Demand Analysis

- Principles and concepts of consumer demand analysis
- Consumer needs, preferences, and purchasing decisions
- Determinants and drivers of consumer demand
- Demand curves, market equilibrium, and consumption patterns
- Demand analysis in digital and global markets
- Global Case Study: Consumer demand transformation in Amazon markets

Module 2: Consumer Behavior and Market Segmentation

- Consumer psychology and purchasing behavior
- Customer profiling and behavioral segmentation
- Demographic, geographic, psychographic, and behavioral analysis
- Customer journey and purchase decision mapping
- Identifying high-value and emerging consumer segments
- Global Case Study: Netflix customer segmentation and personalization

Module 3: Demand Measurement and Elasticity

- Price elasticity of demand
- Income and cross-price elasticity
- Measuring consumer responsiveness to price changes
- Substitution, complementary products, and demand effects
- Applying elasticity to pricing and revenue decisions
- Global Case Study: Airline pricing and demand elasticity

Module 4: Consumer Research and Data Analytics

- Primary and secondary consumer research methods
- Survey design, interviews, and observational research
- Consumer data cleaning and interpretation
- Descriptive and diagnostic demand analytics
- Using dashboards and visualization for demand insights
- Global Case Study: Coca-Cola consumer research and product strategy

Module 5: Demand Forecasting and Predictive Analytics

- Principles of consumer demand forecasting
- Time-series and trend analysis
- Quantitative and qualitative forecasting techniques
- Predictive analytics and machine learning applications
- Forecast accuracy measurement and improvement
- Global Case Study: Walmart demand forecasting and inventory optimization

Module 6: Pricing, Promotions, and Demand Management

- Consumer response to pricing strategies
- Promotional effectiveness and demand stimulation
- Dynamic pricing and revenue optimization
- Discounting, bundling, and price differentiation
- Measuring pricing impact on consumer demand
- Global Case Study: Uber dynamic pricing and demand management

Module 7: Competitive Intelligence and Scenario Analysis

- Competitor demand and market intelligence
- Identifying emerging market opportunities
- Scenario planning for demand uncertainty
- Economic, technological, and social demand drivers
- Risk analysis and demand sensitivity testing
- Global Case Study: Unilever adapting to changing consumer preferences

Module 8: Strategic Consumer Demand Decision-Making

- Translating demand analytics into business strategies
- Demand-driven marketing and product development
- Integrating demand insights into supply and operations
- Strategic decision-making using consumer intelligence
- Developing consumer demand analysis reports and recommendations
- Global Case Study: Apple using consumer demand insights for product strategy

Training Methodology

- Instructor-led interactive presentations and discussions
- Practical consumer demand analysis exercises
- Real-world datasets, analytical tools, and forecasting activities
- Group workshops, simulations, and problem-solving sessions

- Global case studies and benchmarking exercises
- Individual assignments, presentations, and knowledge assessments

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/consumer-demand-analysis-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.