



Consulting and Training | Reach New Heights

Course Name

Strategies for Data Monetization

Sector Name

Digital Transformation and Innovation

Document Type

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Strategies for Data Monetization

Course Introduction

In today's data-driven world, organizations must leverage data as a strategic asset to unlock new revenue streams and drive business growth. This **5-day training course** provides participants with a comprehensive understanding of **data monetization strategies**, covering **direct and indirect monetization models, data valuation techniques, privacy regulations, and real-world applications**. By the end of the course, participants will be equipped to develop and implement **profitable data-driven business models**.

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Strategies for Data Monetization

Target Audience

- ✓ **Business executives and decision-makers** exploring data monetization strategies.
- ✓ **Data scientists and analysts** looking to transform insights into revenue.
- ✓ **IT and digital transformation leaders** responsible for data-driven innovation.
- ✓ **Marketing and sales professionals** leveraging customer data for growth.
- ✓ **Product managers and strategists** developing data-driven business models.
- ✓ **Finance and operations leaders** assessing data as a financial asset.

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Strategies for Data Monetization

Learning Objectives

- ✓ Understand key data monetization models and revenue-generating opportunities.
- ✓ Assess the value of data assets and build a business case for monetization.
- ✓ Explore direct (selling data, licensing) and indirect (enhancing services, AI-driven insights) monetization strategies.
- ✓ Navigate data privacy laws (GDPR, CCPA) and ethical considerations.
- ✓ Develop data-driven products, partnerships, and platforms.
- ✓ Apply advanced analytics, AI, and machine learning to monetize data.
- ✓ Implement best practices for data governance and security.

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Strategies for Data Monetization

Course Outline

✓ Day 01

Foundations of Data Monetization

- ✓ Understanding **data as a strategic asset**
- ✓ **Types of data monetization** (direct vs. indirect)
- ✓ Data-driven business models and real-world case studies

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Course Outline

✓ Day 02

Data Valuation & Business Strategy

- ✓ Methods to **assess and price data assets**
- ✓ Developing a **data monetization strategy** aligned with business goals
- ✓ Identifying **high-value data sets and potential customers**

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Course Outline

✓ Day 03

Legal, Privacy & Ethical Considerations

- ✓ Overview of **data privacy regulations (GDPR, CCPA, etc.)**
- ✓ **Ethical challenges in data sharing and monetization**
- ✓ Managing **data security, compliance, and risk**

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Strategies for Data Monetization

Course Outline

✓ Day 04

Technology & Analytics for Monetization

- ✓ Leveraging **big data, AI, and machine learning** for monetization
- ✓ **APIs, data marketplaces, and data-sharing platforms**
- ✓ Data-driven product development and personalization strategies

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Course Outline

✓ Day 05

Implementation & Future Trends

- ✓ Building **data partnerships and collaborations**
- ✓ Monetizing **IoT, cloud, and edge computing data**
- ✓ Future trends: **blockchain, federated learning, and AI-powered data monetization**

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Strategies for Data Monetization

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 22, 2026	June 26, 2026	5 days	5950.00 \$	switzerland , Geneva
Dec. 21, 2026	Dec. 25, 2026	5 days	4250.00 \$	UAE , Abu Dhabi
April 4, 2027	April 8, 2027	5 days	4250.00 \$	KSA , Riyadh
Oct. 5, 2026	Oct. 9, 2026	5 days	4250.00 \$	UAE , Dubai

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