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Course Name

Data-Driven Pricing Optimization

Sector Name

Finance, Accounting and Banking

Document Type

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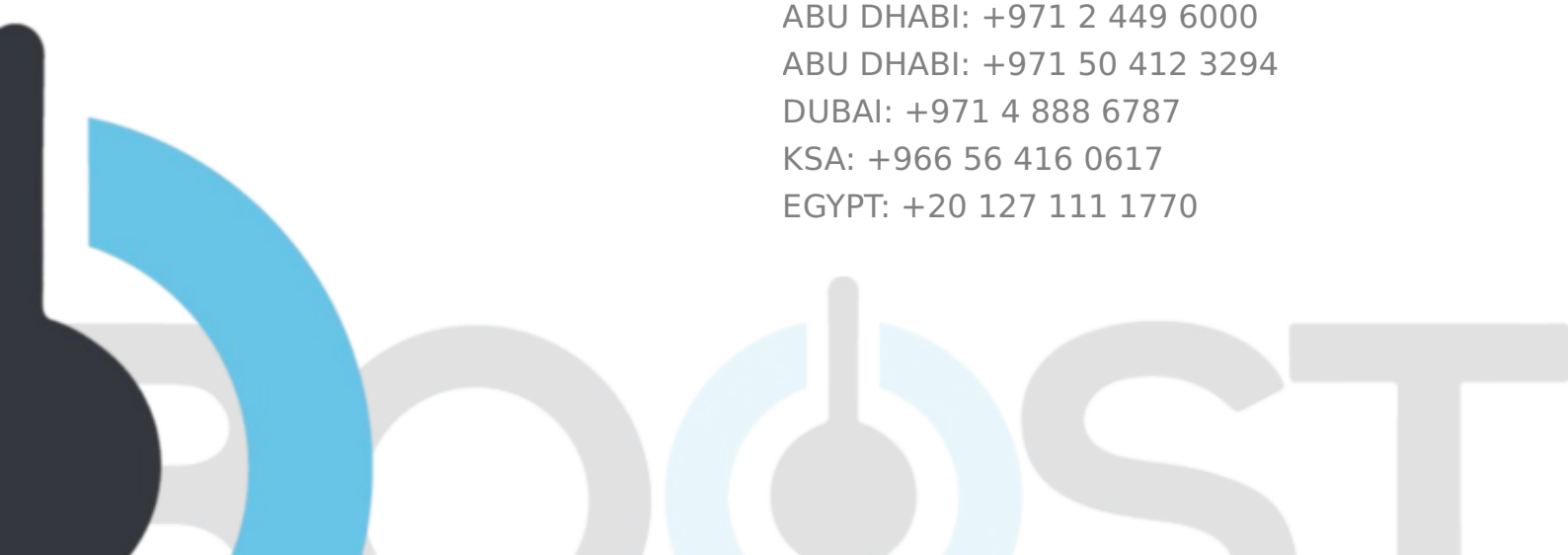
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Data-Driven Pricing Optimization

Course Introduction

This course focuses on leveraging data analytics and market intelligence to optimize pricing decisions. It provides managers with advanced tools and techniques to use data effectively in pricing strategy development and execution.

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Data-Driven Pricing Optimization

Target Audience

- ✓ Pricing Analysts
- ✓ Data Analysts
- ✓ Finance Professionals
- ✓ Marketing Managers
- ✓ Product Managers
- ✓ Sales Managers
- ✓ E-commerce Managers
- ✓ Business Owners/Entrepreneurs
- ✓ Supply Chain Managers
- ✓ Consultants
- ✓ Executives

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Data-Driven Pricing Optimization

Learning Objectives

- ✓ Understand the role of data in pricing optimization
- ✓ Develop skills to implement data-driven pricing models
- ✓ Learn to use analytics for price sensitivity analysis and forecasting
- ✓ Gain insights into real-time pricing adjustments and personalization
- ✓ Master techniques for measuring and improving pricing effectiveness

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Data-Driven Pricing Optimization

Course Outline

✓ Day 01

Foundations of Data-Driven Pricing

- ✓ Introduction to pricing analytics
- ✓ Key data sources for pricing decisions
- ✓ Building a data infrastructure for pricing
- ✓ **Case study:** Successful data-driven pricing initiatives

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Course Outline

✓ Day 02

Advanced Pricing Analytics Techniques

- ✓ Price elasticity modeling
- ✓ Conjoint analysis for value-based pricing
- ✓ Machine learning in pricing optimization
- ✓ **Workshop:** Conducting a price sensitivity analysis

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Course Outline

✓ Day 03

Predictive Analytics in Pricing

- ✓ Demand forecasting for pricing decisions
- ✓ Predictive modeling for pricing scenarios
- ✓ Big data applications in pricing
- ✓ **Hands-on session:** Building a predictive pricing model

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Course Outline

✓ Day 04

Real-Time and Dynamic Pricing

- ✓ Implementing real-time pricing systems
- ✓ Personalized pricing strategies
- ✓ A/B testing in pricing optimization
- ✓ **Group discussion:** Ethical considerations in data-driven pricing

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Course Outline

✓ Day 05

Measuring and Improving Pricing Performance

- ✓ Key performance indicators for pricing
- ✓ Dashboard design for pricing analytics
- ✓ Continuous improvement in pricing processes
- ✓ **Action planning:** Implementing a data-driven pricing strategy

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 2, 2026	Nov. 6, 2026	5 days	5950.00 \$	Switzerland , Zurich
June 13, 2027	June 17, 2027	5 days	4250.00 \$	KSA , Riyadh
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Jan. 11, 2027	Jan. 15, 2027	5 days	4250.00 \$	UAE , Dubai

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