

Consulting and Training | Reach New Heights

Course Name

Digital Strategy and Analytics

Sector Name

Digital Transformation and Innovation

Document Type

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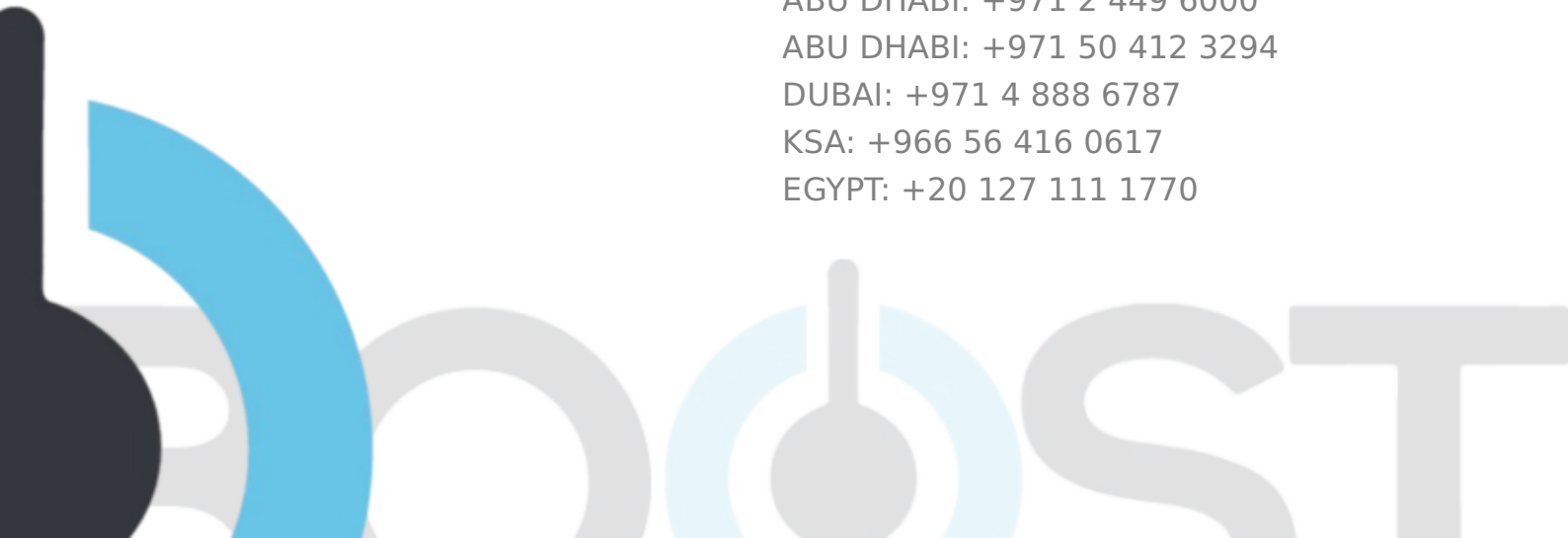
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Digital Strategy and Analytics

Course Introduction

In the era of digital transformation, organizations must leverage the power of digital tools and analytics to drive growth, improve operational efficiency, and create sustainable competitive advantages.

This course introduces participants to the fundamentals of digital strategy and analytics, equipping them with the knowledge and skills to integrate data-driven decision-making into their digital strategies. Through practical examples and case studies, participants will learn how to use analytics to enhance customer experience, streamline operations, and align organizational objectives with technological developments

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Target Audience

- ✓ C-suite Executives and Senior Leaders
- ✓ Business Unit Heads and Department Leaders
- ✓ Digital Transformation and Innovation Leaders
- ✓ Digital Transformation Managers

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Digital Strategy and Analytics

Learning Objectives

- ✓ Understand the fundamentals of digital strategy and its relevance in today's business environment.
- ✓ Develop and implement a comprehensive digital strategy aligned with organizational goals.
- ✓ Leverage analytics tools and techniques to extract actionable insights from data.
- ✓ Measure digital performance and track Key Performance Indicators (KPIs).
- ✓ Use data to support decision-making and enhance digital marketing, operations, and customer experiences.
- ✓ Apply advanced analytics methods to improve organizational performance and maintain competitiveness in the digital marketplace.

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Digital Strategy and Analytics

Course Outline

✓ DAY 01

Module 1: Introduction to Digital Strategy

- ✓ Importance of digital transformation in business.
- ✓ Key components of digital strategy: technology, data, and human capital.
- ✓ Aligning digital strategy with overall organizational objectives.
- ✓ The role of digital strategy in customer acquisition and retention.
- ✓ Understanding digital disruption and innovation.

Module 2: Digital Business Models and Frameworks

- ✓ Overview of digital business models (e-commerce, subscription models, platforms, etc.).
- ✓ Understanding the customer journey in the digital environment.
- ✓ Frameworks for developing digital strategy: digital maturity models, business model innovation.
- ✓ Evaluating competitor strategies and identifying market opportunities.

Digital Strategy and Analytics

Course Outline

✓ Day 02

Module 3: Introduction to Digital Analytics

- ✓ What is digital analytics and why it matters.
- ✓ Key analytics tools and platforms (Google Analytics, Adobe Analytics, etc.).
- ✓ Types of digital data: website traffic, social media, customer behavior.
- ✓ Collecting, storing, and managing digital data for analytics purposes.

Module 4: Data-Driven Decision Making

- ✓ Transforming data into actionable insights.
- ✓ Defining KPIs for digital strategy.
- ✓ Role of data visualization in communicating insights to stakeholders.
- ✓ Predictive analytics: using historical data to forecast trends and behaviors.
- ✓ Real-time analytics to support rapid decisions and continuous improvement.

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Course Outline

✓ Day 03

Module 5: Digital Marketing Analytics

- ✓ Impact of analytics on digital marketing strategies.
- ✓ Monitoring and measuring digital campaigns (SEO, PPC, email, social media).
- ✓ Tools and techniques to measure digital marketing effectiveness.
- ✓ A/B testing and campaign optimization.
- ✓ Personalization and targeting through analytics.

Module 6: Advanced Analytics for Digital Strategy

- ✓ Introduction to advanced analytics methods (machine learning, big data, AI).
- ✓ Using AI for customer segmentation and personalized experiences.
- ✓ Enhancing user experience (UX) with analytics.
- ✓ Sentiment analysis and social media analytics.
- ✓ Applying advanced analytics in supply chains, sales, and operations.

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Course Outline

✓ Day 04

Module 7: Measuring Success and ROI

- ✓ Understanding ROI in digital strategy.
- ✓ Tools and techniques to measure the success of digital transformation.
- ✓ Core digital performance metrics: traffic, engagement, conversion rates.
- ✓ Continuous improvement via feedback loops and performance analysis.
- ✓ Reporting digital success to senior management and stakeholders.

Module 8: Developing a Digital Strategy Roadmap

- ✓ Steps to build a data-driven digital strategy from scratch.
- ✓ Preparing an actionable digital strategy plan: goals, budget, timeline.
- ✓ Identifying necessary resources (tools, personnel, technology) to execute the strategy.
- ✓ Scaling and evolving the digital strategy alongside business growth.
- ✓ Embedding analytics into the continuous development process of digital strategy.

Digital Strategy and Analytics

Course Outline

✓ Day 05

Module 9: Case Studies and Group Exercise

- ✓ Real-world examples of successful digital strategies and analytics applications.
- ✓ Group discussion: analyzing a company's digital strategy and proposing improvements.
- ✓ Hands-on activity: developing a basic digital strategy and analytics plan for a hypothetical company.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 30, 2027	June 3, 2027	5 days	4250.00 \$	KSA , Riyadh
Aug. 2, 2027	Aug. 6, 2027	5 days	4250.00 \$	UAE , Dubai
Dec. 27, 2026	Dec. 31, 2026	5 days	2150.00 \$	Virtual , Online
Aug. 23, 2027	Aug. 27, 2027	5 days	5950.00 \$	switzerland , Geneva

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