

DATA SCIENCE FOR COMMERCIAL INNOVATION

"Leverage Data Science to Drive Growth, Disrupt Markets, and Innovate Commercial Strategy."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

This advanced training program is tailored for business leaders, commercial strategists, and innovation teams seeking to apply data science for market-driven innovation. The course demystifies core data science principles and connects them to practical commercial applications such as customer segmentation, product optimization, pricing analytics, and market forecasting. Participants will explore how predictive modeling, machine learning, and AI can accelerate innovation, enhance customer experience, and create competitive advantage.

Objectives

- By the end of this course, participants will be able to:
- Understand the key concepts and workflows in data science and AI
 - Apply machine learning to identify trends and customer behavior
 - Use data-driven approaches to enhance product, pricing, and channel strategies
 - Interpret predictive models and evaluate their business impact
 - Foster a data-centric culture to fuel ongoing innovation

Why Attend

Data is the new currency of innovation. This course equips professionals with the understanding and tools needed to capitalize on data science for commercial success—whether launching new products, optimizing customer journeys, or transforming business models.

Target Audience

- Innovation, Strategy, and R&D Leaders
- Commercial Directors and Product Managers
- Marketing, Sales, and Business Intelligence Professionals
- Analysts and Digital Transformation Teams
- Entrepreneurs and Startup Teams focused on data-driven innovation

Individual Benefits

- Gain practical data science insights for commercial decision-making
- Learn to apply analytics to real-world innovation challenges
- Improve your fluency in AI, machine learning, and predictive modeling
- Increase your strategic impact with data-backed initiatives

Organizational Benefits

- Accelerate innovation cycles using data insights
- Identify emerging trends and market opportunities faster
- Enhance ROI on marketing, product development, and CX initiatives
- Cultivate a cross-functional data-literate innovation team

Instructional Methodology

- Business-focused data science workshops
- Hands-on activities with tools like Python, Excel, and Power BI
- Case studies from tech, retail, healthcare, and manufacturing
- Interactive breakout sessions and group project work
- Innovation labs using real datasets and scenarios

Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Data Science in Innovation

Module 1: Introduction to Data Science for Commercial Impact (07:30 – 09:30)

Module 2: Data-Driven Innovation: From Idea to Execution (09:45 – 11:15)

Module 3: Data Collection, Storage, and Ethics in Business Context (11:30 – 01:00)

Module 4: Tools of the Trade: Excel, Python, and Visualization Tools (02:00 – 03:30)

Day 2: Understanding & Exploring Data for Innovation

Module 1: Business Data Types & Cleaning Techniques (07:30 – 09:30)

Module 2: Descriptive Analytics & Exploratory Data Analysis (09:45 – 11:15)

Module 3: Market Segmentation with Clustering Techniques (11:30 – 01:00)

Module 4: Customer Persona Creation with Real Data (02:00 – 03:30)

Day 3: Predictive Models and Machine Learning Basics

Module 1: Introduction to Predictive Modeling & Machine Learning (07:30 – 09:30)

Module 2: Linear Regression for Price Optimization (09:45 – 11:15)

Module 3: Classification Models for Customer Targeting (11:30 – 01:00)

Module 4: Hands-On: Building a Predictive Model (02:00 – 03:30)

Day 4: Data Science for Commercial Strategy

Module 1: Forecasting Demand and Market Trends (07:30 – 09:30)

Module 2: Personalization and Recommendation Systems (09:45 – 11:15)

Module 3: Sentiment Analysis & Social Listening for Innovation (11:30 – 01:00)

Module 4: Innovation Lab: Product Strategy Simulation (02:00 – 03:30)

Day 5: Integrating Data Science into Business Innovation

Module 1: Communicating Data Insights to Stakeholders (07:30 – 09:30)

Module 2: KPIs, Dashboards & Data-Driven Innovation Culture (09:45 – 11:15)

Module 3: Group Project: Designing a Data-Informed Innovation Pitch (11:30 – 01:00)

Module 4: Final Presentations, Wrap-Up, and Certification (02:00 – 03:30)

Certification

Participants who successfully complete the course, including the innovation project presentation, will receive a **Certificate in Data Science for Commercial Innovation**, validating their ability to apply modern data science techniques to business transformation and market innovation.

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