

# Apteco FastStats Behavioural Modelling Course

## Main Course Content

This course teaches delegates how to use the FastStats Modelling Environment to undertake customer journey analytics, combining insight with predictive modelling to inform marketing decisions.

- Introduction – what is behavioural modelling and how does it differ from standard modelling
- The FastStats Modelling Environment and behavioural modelling terms
- Setting up a behavioural modelling scenario
- Setting and assessing dimensions
- Evaluating the impact of different types of customer journey
- Evaluating dimensions against actual customer behaviour
- Chart visualisations

## Pre-requisites

Delegates must have completed the FastStats Predictor and/or Modelling user training before taking this course.

1 online sessions of approx. 3.5 hours

Contact us to book

