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