BOOST
THE LEADING TRAINING PROVIDER

Digital Transformation and Innovation

Sales and Commercial Data Analysis

Course Introduction

This comprehensive course is designed to equip participants with the skills and techniques necessary to analyze sales and commercial data effectively. Throughout this program, participants will learn the fundamentals of data analysis, including data collection, cleaning, and management strategies. They will delve into exploratory data analysis techniques to uncover patterns, trends, and customer insights that inform sales and commercial strategies.

Additionally, participants will gain proficiency in advanced data analysis techniques such as predictive analytics, regression analysis, pricing analysis, and sales funnel analysis to optimize sales strategies and overall business performance. Get ready to unlock the power of data analysis and propel your sales and commercial success to new heights.

Target Audience

- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager

Learning Objectives

- Develop the skills and knowledge necessary to analyze sales and commercial data effectively, enabling participants to make informed business decisions based on data-driven insights.
- Acquire proficiency in data collection, cleaning, and management techniques to ensure the accuracy and reliability of sales and commercial data for analysis.
- Enhance the ability to conduct exploratory data analysis (EDA) to uncover patterns, trends, and customer insights that drive sales and commercial success.
- Gain proficiency in advanced data analysis techniques such as predictive analytics, regression analysis, pricing analysis, and sales funnel analysis to optimize sales strategies, pricing decisions, and overall business performance.

Course Outline

- **Day 01**

  Introduction to Sales and Commercial Data Analysis

  - Overview of Sales and Commercial Data Analysis
  - Importance of Data Analysis in Sales and Business Decision-making
  - Types of Sales and Commercial Data
  - Data Collection and Management Strategies
  - Data Cleaning and Validation Techniques
  - Introduction to Data Analysis Tools and Software
- **Day 02**

  Exploratory Data Analysis for Sales and Commercial Insights

  - Exploratory Data Analysis (EDA) Techniques
  - Descriptive Statistics and Data Visualization
  - Customer Segmentation and Profiling

- ◦ Market Basket Analysis and Cross-Selling Opportunities
- ◦ Trend Analysis and Sales Forecasting
- ◦ Key Performance Indicators (KPIs) and Metrics for Sales Analysis
- **Day 03**

Advanced Data Analysis Techniques for Sales Optimization

- ◦ Predictive Analytics and Machine Learning for Sales
- ◦ Regression Analysis and Sales Drivers Identification
- ◦ Pricing Analysis and Price Optimization Strategies
- ◦ Sales Funnel Analysis and Conversion Rate Optimization
- ◦ Customer Lifetime Value (CLV) Analysis
- ◦ Sales Performance Dashboards and Reporting
- ◦ Case Studies and Real-world Applications of Advanced Data Analysis Techniques

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 16, 2025	3 days	3250.00 $	Qatar - El Doha