Postgraduate Certificate
Master Leads or How to Improve Sales Conversion Using Big Data

tech global university

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Postgraduate Certificate
Master Leads or How to Improve Sales Conversion Using Big Data

» Modality: **online**
» Duration: **6 weeks**
» Certificate: **TECH Global University**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/information-technology/postgraduate-certificate/master-leads-how-improve-sales-conversion-using-big-data**

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Introduction

Define the best strategy to reach the market or apply marketing in an effective and relevant way required by professionals who work in data analysis. A program will provide students with the professional tools they need to achieve this, with the confidence of a specialist.

Learn how to improve sales conversion, through the definition of strategies and the use of marketing in the context of Big Data"

Throughout this module, students will learn to accurately define the consumer by learning specific skills and by searching for and analyzing the necessary information. The student will be taught how to obtain information based on data from searches performed by web users, in order that the student must Break down to define a strategy based on realities, i.e. existing data.

Customer Analysis will reveal that products must be differentiated and, to do so, we must learn to differentiate the offer, thus providing the student with the ability to think in the same way as the consumer, detecting the attributes he/she desires.

Open source intelligence will allow students to expand their scope of knowledge in the use of open sources to combine with the rest of the existing data within the organization.

Lastly, students will see how a real case of application of the world of Big Data to Marketing works with MasterLead, which provides a tool to assess the probability of a lead to become a customer.

This **Postgraduate Certificate in Master Leads or How to Improve Sales Conversion Using Big Data** contains the most complete and up-to-date educational program on the market. The most important features of the training include:

- Practical case studies presented by experts
- The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

The most useful, practical and efficient learning systems in the international educational system, at your fingertips"

This Postgraduate Certificate is the best investment you can make in selecting a refresher program to update your knowledge in Master Leads or How to Improve Sales Conversion Using Big Data"

This training has the best teaching material available online or downloadable, to facilitate your study and effort management.

A highly efficient program that will allow you to advance efficiently in everything you will need in this area of work.

The program's teaching staff includes professionals from sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive training program designed to train in real situations.

The design of this program focuses on Problem-Based Learning, which means the student must try to solve the different real-life situations of that arise throughout the academic program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

Objectives

The objectives of this Postgraduate Certificate were established with a basis on realistic and necessary goals for a professional in the sector. Gradually, students will be able to verify their learning and progress in the mastery of the contents so that, at the end, they will have finished a complete process of professional growth

Boost your ability to work in the area of Big Data, applying in a practical way its possibilities for sales conversion"

General Objectives

- Obtain basic knowledge to gain an insight into the relevance of Marketing in the strategy of any company
- Learn the effective use of data analysis techniques

A stimulating professional growth journey designed to keep you interested and motivated throughout the training"

Specific Objectives

- Know the different types of marketing and how they are applied in organizations and their influence on business strategies

- Be able to design a central intelligence system (CRM) for decision support based on data analysis and visualization and focused on the company's own context

- Provide an introduction to the web as a massive source of real data based on user searches that can be used in decision making

- Analyze the technologies underlying the various web systems

- Develop open source intelligence solutions, exploiting available data sources

- Learn about data application to improve marketing and sales in business organizations

03

Course Management

Within the quality criteria that we apply in all our programs, this program represents an opportunity to learn from the best, with a teaching staff made up of professionals in the sector who will invest their theoretical and practical knowledge to take you to the highest level of training With the latest and most effective teaching methods on the online teaching market.

Learn with the best and acquire the knowledge and skills you need to intervene in this area of development with total success"

Management

Mr. Galindo, Luis Ángel

- Senior High Performance Consultant with 16 years of experience
- Definition, development and implementation of a successful open innovation model, with +10% year-on-year revenue growth leveraged on innovative assets
- Definition, development and implementation of successful Digital Transformation Programs for more than 8 years and 700+ people leading a pioneering role in the industry
- Implementation of 20+ complex consulting projects worldwide for large companies in artificial intelligence, economic intelligence, cybersecurity, business development, digital transformation, risk assessment, process optimization and people management
- Expert in understanding customers and translating their needs into actual sales

Professors

Ms. Álvarez de las Cuevas, Mónica

- Coordination and management of both technical and business teams, for the analysis of the status and improvement of business procedures and implementation of new digital solutions

- Project management with direct experience in the field of technical training and digital marketing solutions

- IT Engineer

"Upgrade your knowledge through the Master Leads or How to Improve Sales Conversion Using Big Data"

International Guest Director

Recognized as one of the best experts in Data Science by Forbes magazine, Robert Morgan is a distinguished mathematician highly specialized in the field of Computational Statistics. His extensive knowledge in this field has allowed him to be part of international reference institutions, such as the multinational Unilever.

In this way, he has led the Data Science strategy at a global level. In this sense, he has supervised multiple projects that use advanced analysis to optimize the strategic operations of companies. Among his major achievements, he has improved the shopping experience of multiple customers by offering them personalized product recommendations based on their preferences. As a result, it has enabled users to establish loyal relationships with brands. It has also employed Digital Twins in the manufacturing network, managing to monitor soap production in real time and significantly improving its quality.

Moreover, his philosophy focuses on the use of data systems to solve complex problems in the business environment and drive innovation. In the same vein, in his spare time he develops software and participates in open source projects. As such, he stays at the forefront of the latest trends in subjects such as Bayesian Statistics, Big Data or Artificial Intelligence, among others.

In addition, his work has been rewarded on multiple occasions in the form of awards. For example, he recently received the "Business Achievement" award from Unilever for his contribution to the digital transformation of the company. In this regard, it is worth noting that the integration of technologies has enabled companies to improve their operational efficiency by automating repetitive tasks. This has considerably reduced human errors in the logistics chain, resulting in both time and cost savings.

Mr. Morgan, Robert

- Global Director of Data Science at Unilever in New York, United States
- Head of Analytics and Data Science at Dunnhumby, New York
- Statistician at Unilever, New York
- M.Sc. in Computational Statistics from Bacth University
- M.Sc. in Statistical Research from Bristol University
- B.Sc. in Mathematics, Cardiff University
- Certificate in Statistical Learning from Stanford University
- Certificate in Programming from Johns Hopkins University

Thanks to TECH, you will be able to learn with the best professionals in the world"

04
Structure and Content

The Postgraduate Certificate is structured as a comprehensive tour through each and every one of the concepts required to understand and work in this field. With an approach focused on practical application that will help you grow as a professional from the very first moment of training.

A syllabus that will show you all aspects of data processing, developed along topics prepared to take you to the control of the subject"

Module 1. Client Analysis. Applying Data Intelligence to Marketing

1.1.   Concepts of Marketing. Strategic Marketing
1.2.   Relationship Marketing
1.3.   CRM as an Organizational Hub for Customer Analysis
1.4.   Web Technologies
1.5.   Web Data Sources
1.6.   Acquisition of Web Data
1.7.   Tools for the Extraction of Data from the Web
1.8.   Semantic Web
1.9.   OSINT: Open Source Intelligence
1.10. *Master Lead*s or How to Improve Sales Conversion Using Big Data

A comprehensive and multidisciplinary program that will allow you to excel in your career"

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

" Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading Information Technology schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Throughout the course, students will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises: so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Master Leads or How to Improve Sales Conversion Using Big Data guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

Successfully complete this training program and receive your university certificate without travel or laborious paperwork"

This program will allow you to obtain your **Postgraduate Certificate in Master Leads or How to Improve Sales Conversion Using Big Data** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
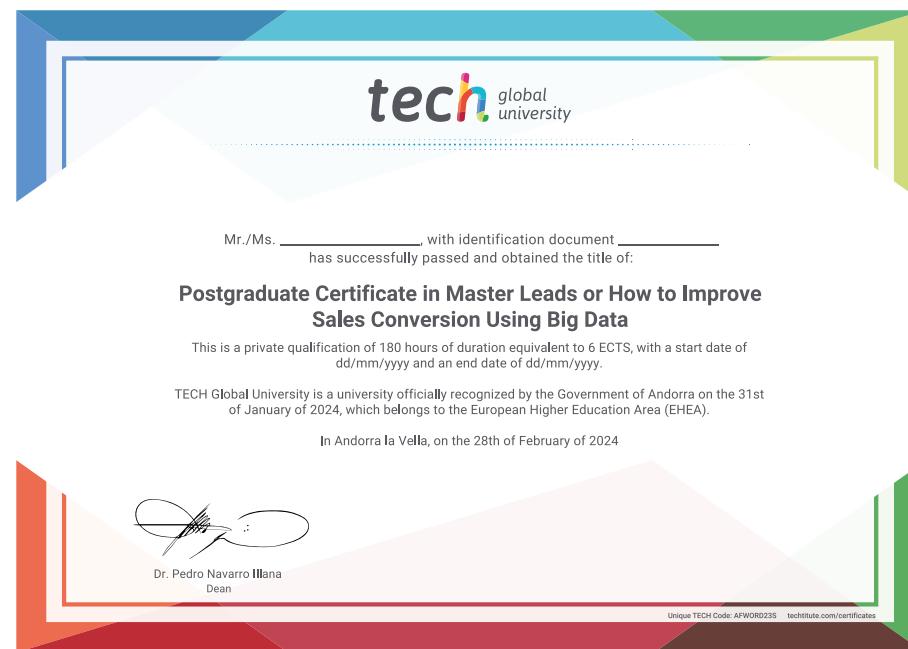
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Master Leads or How to Improve Sales Conversion Using Big Data**

Modality: **online**

Duration: **6 months**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

Postgraduate Certificate in Master Leads or How to Improve Sales Conversion Using Big Data

This is a private qualification of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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