MERCURY

Professional Market Intelligence

3 – 7 October 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 121757_1081023 **Date:** 3 – 7 October 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction

This Professional Market Intelligence course provides a foundation in the field and its role in modern business environments. It explains how organizations collect, analyze, and interpret market data for strategic decision-making. Participants will explore key concepts of competitive intelligence analysis and business intelligence strategy. The program highlights the importance of market research and analysis in identifying opportunities and risks. It supports an understanding of data-driven decision-making in dynamic industries. Learners gain a clear view of how market insights shape sustainable business growth.

Targeted Groups

This Professional Market Intelligence training targets professionals seeking knowledge and skills:

- Market research specialists are improving their analytical capability.
- Business analysts working with market data.
- Marketing professionals are enhancing strategy planning.
- Strategy and planning officers in organizations.
- Sales managers are tracking competitor movements.
- Product managers are analyzing market demand trends.
- Consultants supporting business intelligence decisions.
- Graduates entering business intelligence fields.

Course Objectives

Participants will achieve the following objectives by completing the Professional Market Intelligence course:

- Understand core principles of market intelligence and competitive intelligence analysis.
- Develop skills in collecting and interpreting market research and analysis data.
- Apply a business intelligence strategy to support informed decision-making.
- Identify market trends and customer behavior patterns accurately.
- Evaluate competitors using structured competitive analysis tools.
- Strengthen the ability to transform data into actionable business insights.
- Support strategic planning through data-driven decision-making methods.
- Improve forecasting techniques for market and industry trend analysis.
- Enhance organizational awareness of external market forces.
- Build capability to support long-term business intelligence planning.

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Targeted Competencies

Participants will gain the following competencies during the Professional Market Intelligence program:

- Market data interpretation skills.
- Competitive intelligence analysis capability.
- Business intelligence reporting proficiency.
- Market trend identification ability.
- Strategic insight development skills.
- Data-driven evaluation competence.
- Research and analysis structuring skills.
- Decision-support analytical thinking.

Studying Scenarios

In this Professional Market Intelligence training, participants develop skills through the following scenarios:

- Analyzing competitor strategies using real market data cases.
- Interpreting customer behavior trends for business planning.
- Evaluating market entry opportunities in new sectors.
- Assessing industry shifts using intelligence reports.
- Identifying risks through competitive analysis tools.
- Building strategic recommendations from fragmented data sets.

Course Content

Unit 1: Foundations of Market Intelligence

- Introduction to market intelligence concepts and scope.
- Difference between data, information, and intelligence.
- Role of market intelligence in modern organizations.
- Key principles of competitive intelligence analysis.
- Overview of business intelligence strategy frameworks.
- Importance of structured market research and analysis.
- Sources of internal and external market data.
- Ethical considerations in data collection practices.

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Unit 2: Market Research and Data Collection

- Methods of primary and secondary market research.
- Designing effective data collection frameworks.
- Identifying reliable market intelligence sources.
- Tools for structured data gathering processes.
- Customer segmentation and profiling techniques.
- Data validation and accuracy assessment methods.
- Organizing raw data for analytical use.
- Introduction to digital market research tools.

Unit 3: Competitive Intelligence Analysis

- Understanding competitor profiling techniques.
- Mapping competitive landscapes and positioning.
- Evaluating competitor strengths and weaknesses.
- Monitoring market share and performance indicators.
- Applying competitive analysis tools effectively.
- Identifying strategic competitor movements.
- Benchmarking industry best practices.
- Translating insights into strategic actions.

Unit 4: Market Trends and Strategic Insights

- Identifying industry trend analysis patterns.
- Understanding consumer behavior evolution.
- Forecasting demand using analytical models.
- Evaluating macroeconomic market influences.
- Detecting emerging market opportunities.
- Linking trends to business strategy development.
- Scenario building for future market shifts.
- Converting insights into strategic recommendations.

Unit 5: Business Intelligence and Decision-Making

- Role of business intelligence in organizations.
- Structuring data for decision-making processes.
- Developing dashboards and reporting systems.
- Enhancing data-driven decision-making capability.
- Integrating intelligence into strategic planning.
- Risk assessment using market intelligence data.
- Performance measurement and KPI tracking.
- Continuous improvement through feedback loops.

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Final Insights & Key Takeaways

Professional market intelligence enables organizations to understand markets with precision and clarity. Strong analytical capability supports better strategic decisions and long-term competitive advantage.