MERCURY

Using Artificial Intelligence Techniques to Understand Customer Behavior

18 – 22 April 2027
Istanbul (Turkey)



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

Using Artificial Intelligence Techniques to Understand Customer Behavior

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Introduction

In today's digital era, businesses face increasing complexity in understanding customer behavior. The Using Artificial Intelligence Techniques to Understand Customer Behavior course equips participants with advanced knowledge to harness AI tools and techniques to gain actionable insights. Attendees will explore AI-driven customer insights, predictive analytics in customer behavior, and AI-powered customer journey mapping to optimize decision-making.

The Using Artificial Intelligence Techniques to Understand Customer Behavior program emphasizes the practical application of AI to behavioral data analysis to identify patterns and trends. Participants will learn to build predictive models, enhance customer experience, and improve loyalty. This training integrates both theoretical concepts and real-world applications to ensure participants can implement AI strategies effectively. Professionals will be able to leverage AI-based strategies for customer behavior analysis to support marketing and operational excellence.

Targeted Groups

The Using Artificial Intelligence Techniques to Understand Customer Behavior training targets professionals seeking specialized knowledge and skills:

- Marketing managers in large enterprises.
- Data analysts and digital behavior specialists.
- Systems developers in retail and sales.
- Customer experience management professionals.
- AI specialists in commercial sectors.
- Entrepreneurs pursuing digital transformation.
- Digital marketing consultants.
- Customer service center employees.
- Academics and researchers in data science.
- Marketing campaign planners and strategists.

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Course Objectives

Participants will achieve the following objectives by completing the Using Artificial Intelligence Techniques to Understand Customer Behavior course:

- Understand the fundamentals of AI and its role in customer behavior analysis.
- Explore AI customer behavior analysis for strategic marketing decisions.
- Analyze customer behavior data using predictive analytics.
- Design AI models for customer behavior modeling.
- Develop AI tools for analyzing customer behavior patterns.
- Learn AI to predict customer behavior and forecast trends.
- Apply AI-powered customer journey mapping to enhance experiences.
- Evaluate AI-based strategies for customer behavior analysis.
- Integrate AI-driven customer insights into marketing campaigns.
- Improve operational efficiency by leveraging AI to assess customer behavior.
- Utilize AI tools for segmentation and personalized recommendations.
- Identify gaps in customer experience and implement AI solutions.
- Generate analytical reports to support organizational decisions.
- Enhance loyalty and engagement through AI behavior insights.
- Implement AI solutions to optimize digital marketing and sales strategies.

Targeted Competencies

Participants will gain the following competencies during the Using Artificial Intelligence Techniques to Understand Customer Behavior program:

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- Analyze customer behavior using innovative AI techniques.
- Apply AI-based predictive models for marketing decision-making.
- Design algorithms to identify customer preferences and trends.
- Understand the use of AI in behavioral data analysis.
- Develop machine learning models for predicting customer behavior.
- Implement AI-powered solutions to enhance the customer journey.
- Integrate AI insights into digital marketing strategies.
- Conduct AI-driven customer segmentation and loyalty analysis.
- Apply data visualization tools to model customer behavior using AI.
- Interpret behavioral data to improve customer experience.
- Utilize AI techniques for real-time feedback and interaction analysis.
- Leverage AI tools for customer journey mapping and performance tracking.

Studying Scenarios

In this Using Artificial Intelligence Techniques to Understand Customer Behavior training, participants will develop their skills through the analysis of the following scenarios:

- Examining customer purchase patterns using AI-driven analytics.
- Designing predictive models for loyalty and retention strategies.
- Simulating AI tools for personalized marketing campaigns.
- Analyzing social media and digital behavior using machine learning.
- Mapping customer journeys and touchpoints with AI technologies.
- Forecasting trends in consumer behavior based on historical data.
- Evaluating AI-based recommendations for product and service improvements.
- Segmenting customers using AI customer segmentation techniques.
- Identifying behavior trends and anomalies using AI-powered tools.
- Assessing the effectiveness of AI in enhancing customer experience.

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Course Content

Unit 1: Introduction to AI and Behavioral Analysis

- Definition of artificial intelligence in modern business.
- AI's relevance in understanding customer behavior.
- Overview of behavioral data analysis with AI.
- Differentiating purchase behavior and digital interaction patterns.
- AI's role in predicting customer intent and preferences.
- Introduction to AI customer behavior analysis tools.
- Importance of big data in constructing AI-driven customer insights.
- Ethical and legal considerations in using customer data.
- Case studies illustrating AI-based behavior modeling.
- Exploring AI-powered customer journey mapping for analytics.

Unit 2: Behavioral Data Analysis Techniques

- Collecting data from digital channels, social media, and e-commerce platforms.
- Classifying and analyzing customer behavior using AI tools.
- Natural language processing for analyzing customer feedback and reviews.
- Applying machine learning to categorize customer preferences.
- Quantitative and qualitative analysis of user behavior.
- Understanding the customer lifecycle from initial engagement to purchase.
- Data visualization techniques for practical interpretation.
- Using Power BI, Google Analytics, and AI tools for insights.
- Identifying key performance indicators for customer behavior analysis.
- Leveraging behavioral data analysis with AI to optimize campaigns.

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Unit 3: Predictive Model Design and Applications

- Core principles of predictive modeling in marketing.
- Using logistic regression for AI-based customer behavior prediction.
- Decision tree algorithms for segmentation and targeting.
- Building models for loyalty and repeat purchase forecasting.
- Integrating AI-driven customer insights with sentiment analysis.
- Designing personalized recommendations using AI algorithms.
- RFM analysis for AI customer segmentation.
- Evaluating model performance and enhancing predictive accuracy.
- Applying machine learning tools for predictive analytics in customer behavior.
- AI-powered strategies for understanding complex consumer behavior.

Unit 4: AI for Enhancing Customer Experience

- Defining customer experience and its strategic importance.
- AI-powered chatbots for real-time customer interaction.
- Voice and image recognition to analyze emotional responses.
- Real-time feedback analysis for improved customer satisfaction.
- Personalizing messages based on AI-driven insights.
- Automating service delivery using intelligent AI solutions.
- Integrating multichannel data for unified customer understanding.
- Measuring the impact of AI-driven customer journey mapping.
- Tools for post-implementation evaluation of AI customer behavior analysis.
- Enhancing engagement and loyalty through AI customer behavior modeling.

Unit 5: AI Strategies in Marketing Implementation

- Planning AI-driven marketing campaigns with behavioral insights.
- Optimizing ad targeting using AI for customer behavior prediction.
- Analyzing website and online platform visitor behavior.
- Designing data-informed personalized marketing messages.
- Timing offers based on predictive analytics of purchasing patterns.
- Identifying market gaps using behavioral data analysis with AI.
- AI-guided SEO techniques for marketing optimization.
- Developing AI recommendation engines for product and service offerings.
- Measuring ROI and the effectiveness of AI-enhanced marketing strategies.
- Implementing AI-powered solutions to improve customer engagement and satisfaction.

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Final Insights & Key Takeaways

Participants will leave the course with advanced expertise in applying AI for customer behavior analysis. They will develop predictive models and improve marketing strategies. Attendees will learn to integrate AI-driven customer insights into business operations effectively. The course ensures immediate practical application for maximizing customer experience and organizational performance.