

# Marketing Mix Modeling



## WHY MARKETING MIX MODELING MATTERS TO YOU?

Traditionally, businesses have relied on gut feeling and past precedent when developing marketing plans. Last year's plan was tweaked a bit to become this year's plan. But the times are changing and Marketing professionals are under increasing pressure to substantiate their budgets with quantitative evidence. As a result, many have been applying Marketing Mix Modeling (MMM) into decisions. Beyond external pressures, marketers need to learn how their marketing activity – advertising, in-store promotions, pricing strategies, among other initiatives – connects with real movements in sales, market share, profitability and other



business performance key variables.



Collection  
Handling  
Auditing



People  
Rules  
Policies  
Systems  
Infrastructure  
...



What should we offer?  
To whom?  
When?  
...

## TRAINING DELIVERED BY SUNCAGED ANALYTICS & BAYES SCHOOL

Sun Caged Analytics is a global Analytics and Market Intelligence company based in Singapore. We provide companies - through an intensive use of information - tailored solutions to help applying Intelligence into all levels of their businesses. The value proposition is to empower our clients and partners to make better and faster decisions by blending the best of breed and disruptive Analytics as part of their competitive advantage, increasing their profitability. The analytics solutions are developed in partnership with Bayes Forecast ([www.bayesforecast.com](http://www.bayesforecast.com)), a group with more than 25 years of experience, projects in 37 different countries including China, India, Indonesia, Thailand, Philippines and Singapore, and offices in Spain, Brazil and Mexico.

## ABOUT PROGRESO TRAINING

Progreso Training's mission is to equip the current workforce for the future with transformative and relevant skills training and professional certification. Our complete training programmes include; IPv6 Technology, Enterprise Architecture, Product and Marketing Management, Talent Management, Project Management, Business Analysis, Data Analytics and Governance & Security.





# Marketing Mixed Modeling

Duration: 1 Day



## OVERVIEW

The world of marketing is not static: it is constantly evolving to meet changes and new social trends. In some sectors, marketing investments have a big share in their budget. Optimizing these investments is a strategic goal for big companies. The general objective of this course is to build a quantitative knowledge base to generate and use statistical models able to appraise past actions and support planning and decisions regarding advertising investment.

This course provides a solid understanding of Marketing Mix Modeling (MMM) which relates marketing variables such as pricing, point of sale, advertising, promotion and product to sales performance. It includes the analysis of historical data and prior knowledge to develop predictive and prescriptive models and apply them to marketing decisions.



## LEARNING OUTCOMES

Upon completion of this training, participants will gain knowledge on how to apply statistical modelling techniques to measure the effectiveness of the marketing activities:

- Contribution of marketing activities to sales;
- Short term and long term Return-On-Investment of marketing spend;
- Price elasticity;
- Identify which competitor is interfering more in sales performance;
- Optimization of publicity investments among different medias;
- Simulation of what future marketing initiatives will be more effective.



## TARGET AUDIENCE

This course is designed for:

- Managers and decision-makers involved in Advertising, Sales Forecasting and/or working directly or indirectly with Marketing ROI
- Professionals in the Marketing department with little or no experience in statistical modelling techniques
- Professionals interested in Marketing and ROI issues



## PRE-REQUISITE

Minimum 6 months professional experience in Marketing, Advertising, Sales Planning or Business Management.

## **OUTLINES**

### **Module 1. Statistics & Modeling – I**

- General Statistical Knowledge: Types of Data, Descriptive Statistics, Probability and Random Variables;
- Statistical Model: Definition and Components;
- Types of Data and Types of Models: Simple Linear Regression, Dynamic Models, Qualitative Response Models, other models;
- Statistical Inference: Classical Approach & Bayesian Approach;
- Bayesian Inference and Simple Linear Regression;
- Modelling tools: R, SAS, TOL and SQL (elementary level).

### **Module 2. MMM – I**

- What is MMM?
- Business Questions
- Challenges
- Bayes Experience in MMM
- MMM applied to businesses
- Historical Sales Series Analysis (“output”)
- Empirical analysis of sales and its drivers
- Application: The “Data Audit”

### **Module 3. Statistics & Modeling – II**

- Dynamic Regression Models;
- Hierarchical Models;
- Time Series Models: ARIMA;
- Filter Specification: Transfer Functions;
- Bayesian Inference and Dynamic - Hierarchical Models;
- Types of Diagnosis: Statistical Diagnosis and Business Diagnosis;
- Application: Initial Modelling of a Sales Series.

### **Module 4. MMM – II**

- Models Specifications: Data, Variables, and Inputs. Models Specification: Prior Information and Hierarchies;
- Interpreting Results;
- Diagnosis: Statistical Diagnosis and Business Diagnosis;
- Reporting Results Application: Output Modelling System.

### **Module 5. Forecasting and Decision**

- What-If Scenario Simulation;
- Portfolio Analysis;
- ROI Appraisal;
- Optimizing Advertisement Investments.



## **BENEFITS**

### **Professionals**

- Gain knowledge and critical skills in Marketing, Data Analytics, Sales Forecasting and Marketing Mix Modeling
- Validate your expertise in Marketing
- Advance your career in Marketing
- Differentiate yourself from other professionals
- Get a great new job or promotion
- Open up new opportunities in growing markets
- Increase your salary dramatically over your entire career

### **Organization**

- Improve capabilities and optimize decisions
- Increase team skill sets and effectiveness
- Help your employees grow their careers
- Increase team satisfaction
- Ensure planning efforts are aligned with business, market and growth strategy
- Provide employees with a widely-respected credential



# Marketing Mix Modeling

## Investment fee (per delegate)

Course Fee (SGD)	GST Amount (SGD)	Total (SGD)
\$1,200	\$84	\$1,284

*Get an additional **SGD200 off** the course fees if you book the course 4 weeks before course commencement.*

*Enjoy more savings when you register at least 3 or more delegates.*

## Course fee includes:

- Instructor-led training at preferred customer site (for Private groups);
- Printed course handbook;
- Soft copy handbook;
- Complimentary resources to work with the modeling tools: software download pack and sample datasets;
- Complimentary access to SunCaged's Udemy current and upcoming online courses.

### 1st Delegate Details

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Tel No.: \_\_\_\_\_

Email: \_\_\_\_\_

Food Preference: (Vegetarian/Halal/No Preference/Others: ) \_\_\_\_\_

### 2nd Delegate Details

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Designation: \_\_\_\_\_

Tel No.: \_\_\_\_\_

Email: \_\_\_\_\_

Food Preference: (Vegetarian/Halal/No Preference/Others: ) \_\_\_\_\_

### Particulars of Coordinator and Authorised Signature

Organisation: \_\_\_\_\_ ROC No.: \_\_\_\_\_

Address: \_\_\_\_\_

Name of Coordinator: \_\_\_\_\_ Designation: \_\_\_\_\_

Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_ Email: \_\_\_\_\_

I understand and accept the terms and conditions stated below.

\_\_\_\_\_  
Signature and Date

\_\_\_\_\_  
Company Stamp

#### Terms and Conditions:

- All payment must be made at least 10 days prior to course commencement.
- Course fees quoted in Singapore dollars (SGD) and are subject to GST (Good & Services Tax).
- An administrative fee of SGD100 will be levied for any cancellation of participation.
- No refund will be made for cancellation notice received less than 9 days prior to course commencement.
- Progreso Training reserves the right to reject any registration, amend, postpone or withdraw any courses offered without assigning any reasons whatsoever.
- To find out more about available Government funding options, please contact Progreso Training directly for details.

## CONTACT US

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