AI Audience Segmentation Training

Duration: **3 Day**

BILGINÇ IT Academy
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Overview

This hands-on workshop provides marketing professionals with a comprehensive understanding of AI-driven consumer segmentation. Participants will explore the differences between traditional segmentation methods and AI-enhanced techniques, gaining skills in clustering and machine learning applications. Through case studies and interactive exercises, attendees will develop actionable strategies for applying AI insights to improve consumer engagement, campaign optimisation, and business decision-making.

Prerequisites

Participants should have:

- A foundational understanding of customer segmentation in marketing.
- Basic familiarity with data analytics or AI-driven marketing tools.
- No prior AI or coding experience is required.

Target Audience

This course is designed for:

- Marketing professionals looking to leverage AI for better segmentation and targeting.
- Data-driven marketers and analysts who work with AI tools.
- Business professionals seeking to enhance customer engagement using AI insights.

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Outline

Overview of AI in customer segmentation.

Introduction to AI segmentation techniques, including K-means clustering.

How AI foundation models, such as Microsoft Copilot, assist in segmentation.

Case study to demonstrate the impact of AI-driven segmentation

Activities to develop knowledge on AI-driven segmentation:

Identifying areas where AI can enhance marketing processes.

Prioritisation matrix for AI use cases in segmentation.

Analysis of real-world applications and potential challenges.

Hands-on Learning

- This workshop includes:
- Interactive exercises to reinforce AI concepts.
- A hands-on case study with real-world applications.
- Group-based activities for strategic application of AI-driven segmentation.

Exams and Assessments

There are no formal exams in this course. Participants will engage in interactive exercises, group discussions, and hands-on activities to reinforce learning.