

PREDICTIVE ANALYTICS WORKSHOP

AN EVIDENCE BASED METHOD TO LOOK INTO DATA

SALIM KHUBCHANDANI

MARKETING ANALYTICS CONSULTANT & TRAINER

23RD NOVEMBER 2019 (SATURDAY)

9am – 5pm, Wisma MPS, Puchong, Selangor

SCOPE

- **WHY** – Improve inventory management and stocking up right
- **WHAT** – What data is needed
- **HOW** – Role of analytics and application

WHO SHOULD ATTEND

- **COMMUNITY PHARMACY** – Pharmacists / Managers involved in Procurement / Purchasing
- **PHARMA MARKETEERS / DISTRIBUTORS**
- **HOSPITAL PHARMACY** – Personnel in Procurement / Inventory

CONTACT

To contact us for any enquiries, please email to lydia.mps@gmail.com or mps.secretariat1@gmail.com

REGISTRATION



<https://forms.gle/1UkpDXr2veDviSFC8>



IN COLLABORATION WITH



FEES

Normal Price	RM780
Introductory Price	RM400
MPS/MAP Member	RM50
Discount	
*Inclusive of 6% SST	

BANKING INFORMATION

Account Name
Malaysian Academy of Pharmacy

Account Number
5-14271-129000

Bank
Malayan Banking Berhad
(Swift Code: MBBEMYKL)

Bank Address
2, Lorong Rahim Kajai 14, Taman Tun Dr
Ismail, 60000 Kuala Lumpur

**LIMITED SEATS,
MAXIMUM 25
PARTICIPANTS ONLY!**

TRAINER PROFILE – SALIM KHUBCHANDANI

LinkedIn Profile – <https://www.linkedin.com/in/salim-khubchandani/>

Salim Khubchandani is a marketing analytics expert and digital marketer, having founded On-Target, an award-winning agency.

With a great passion for data, he combines this with over three decades of his international and local domain and industry experience and knowledge. Salim strongly believes in the role of analytics to understand and delve deeper into consumer insights and digital marketing to forge strong relationships between brands and consumers.

Salim has worked with leading blue chip brands and communications agencies overseas as well as in Malaysia, including Philips, M&C Saatchi and WPP's OgilvyOne Worldwide and J. Walter Thompson.

PROGRAMME

SATURDAY 23RD NOVEMBER 2019

0845 AM	REGISTRATION
0915 AM	INTRODUCTION
0930 AM	MARKETING ANALYTICS AND ITS RELEVANCE IN PHARMA/RETAIL CONTEXT Introduction of Predictive Analytics and its role as part of the overall Analytics chain including the crucial and fundamental role of Data in analytics and gaining insights. Participants will be introduced to the various types and sources of Data highlighting importance in the Retail and Pharma context with regards to Sales Forecasting and Inventory Planning and thus overall profitability for any company/brand.
1045 AM	MORNING BREAK
1100 AM	FORECASTING METHODS Introduce and familiarize the group with importance of Forecasting and simplified methods of forecasting (sales and inventory planning) in retail context, emphasizing seasonality and other demand patterns. It will also discuss challenges faced in forecasting and inventory management.
1245 PM	LUNCH
1345 PM	CUSTOMER SEGMENTATION Introduce the concept of Customer Segmentation through examples and real use cases both locally and globally. Next the group will be exposed to the importance of segmentation and understanding customers, followed by how markets can be segmented beyond just demographics, segmentation can be based on Behaviour/Psychographics and Consumption patterns i.e. RFM or Value Segmentation.
1430 PM	APPLICATION OF ANALYTICS IN SALES AND INVENTORY FORECASTING Introduce some useful tools for predictive analytics and its application in Sales Forecasting and Inventory Planning.
1515 PM	TEA BREAK
1530 PM	BREAKOUT SESSION Small group projects to apply what is learn. Group presentation to share result of projects.
1645 PM	SUMMARY & CLOSE WITH CERTIFICATE OF PARTICIPATION & GROUP PICTURE

*This workshop contents include theory, illustrated through use cases and practical through small group projects.
Attendance is mandatory for Certificate of Participation*

