

Driving Profitable Growth Through Customer Analytics



Organized by Mahindra University, Hyderabad

Dates: 29–30 Sep 2026 | Mode: On-Campus

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Programme Overview

The primary objective of this programme is to enable managers to leverage customer analytics for driving sustainable and profitable growth in B2C businesses. While organizations today have access to large volumes of customer data, many struggle to translate this data into clear, high-impact decisions related to acquisition, retention, and monetization. This program addresses that gap by focusing on how analytics can be used as a decision-making tool, rather than just a reporting mechanism.

Participants will develop a structured understanding of how customer value is created, measured, and managed over time. The program introduces key concepts such as Customer Lifetime Value (CLV), segmentation, and lifecycle management, and demonstrates how these can be applied to prioritize customers, allocate resources, and design targeted interventions.

A key emphasis of the programme is on linking customer-level insights to business outcomes such as revenue growth, profitability, and return on marketing investment. Participants will learn how to evaluate marketing effectiveness, identify high-value opportunities, and make informed trade-offs under real-world constraints.

By the end of the programme, participants will be equipped with practical frameworks and tools to move beyond descriptive dashboards and develop actionable, data-driven strategies. The objective is not to turn participants into data scientists, but to enable them to become better decision-makers who can ask the right questions, interpret analytics correctly, and drive measurable business impact.

Programme Highlights

This programme is designed as a high-impact, practical workshop that equips participants with tools and approaches they can apply immediately in their organizations. The focus is not on theory or complex models, but on simple, powerful ways to use customer data for better decisions.



Build a Usable Customer Segmentation Framework



Translate Customer Data into Actionable Retention Strategies



Make Better Marketing and Promotion Decisions



Connect Customer Insights to Revenue and Profit Outcomes



Hands-On, Manager-Friendly Learning Approach



Immediate Applicability in the Workplace

Programme Faculty



Prof. Rajesh Gaurav

Rajesh Gaurav is a Professor of Practice in Marketing with over 19 years of experience spanning industry and academia, specializing in pricing, marketing analytics, and data-driven decision-making.

Prior to academia, he has worked extensively in analytics and consulting roles, partnering with leading global consumer goods and retail organizations on problems related to customer segmentation, demand forecasting, pricing, and promotion effectiveness. His work has focused on helping businesses translate large volumes of data into actionable insights for revenue growth and profitability improvement.

He has also collaborated on advanced analytics projects with faculty from premier institutions, working on machine learning-driven solutions for customer targeting in the telecom sector. This involved identifying which customers should receive targeted offers, determining the optimal incentive levels, and recommending the timing of interventions to maximize response and retention.

In addition, he has held leadership roles in data science and analytics, including building and leading teams that delivered solutions in areas such as marketing mix modeling, customer analytics, and business intelligence for large-scale digital platforms.

Rajesh holds a doctoral degree in Marketing and combines strong analytical expertise with a deep understanding of business contexts. His teaching style is highly practical and decision-oriented, focusing on how managers can apply analytics to solve real business problems.

Pedagogy

The programme adopts a hands-on, application-driven approach designed for working professionals. The emphasis is on enabling participants to apply concepts directly to real business situations, rather than focusing on theory or technical complexity.

The learning experience is structured around a combination of the following elements:

Decision-Focused Frameworks

Hands-On Exercises
(Excel-Based)



Interactive Discussions



Real-World
Business Cases



Immediate Application
Orientation



Programme Features



A distinctive feature of this program is its strong emphasis on immediate business applicability. Unlike traditional analytics programs that focus on tools or models, this program is designed around practical decision-making using customer data.

Participants will work with simple, real-world datasets and leave with ready-to-use templates for customer segmentation, retention planning, and promotion decision-making. The approach is deliberately kept tool-agnostic and Excel-friendly, ensuring that participants can implement the learnings without requiring specialized technical support.

Another key feature is the integration of customer value thinking with real business actions. The program goes beyond identifying insights to answering critical managerial questions such as: Which customers should we prioritize? Where should we invest marketing resources? Who should receive offers—and who should not?

The sessions are highly interactive and draw on the instructor’s experience in solving real industry problems across consumer-facing sectors. Participants are encouraged to bring their own business contexts into discussions, making the learning more relevant and actionable.

Overall, the program is designed to bridge the gap between data, decisions, and outcomes, enabling participants to drive measurable impact in their organizations.

Learning Outcomes

- Segment Customers Using Available Data
- Design Practical Retention Strategies
- Link Customer Insights to Marketing Spend Decisions
- Identify Where Growth Is Coming From
- Make Smarter Promotion and Discount Decisions
- Balance Revenue Growth with Profitability
- Apply Ready-to-Use Tools in the Workplace
- Translate Data into Clear Business Actions



Who Should Attend

This programme is designed for mid-level professionals and high-potential managers in B2C businesses who are responsible for driving growth, improving customer retention, or managing marketing investments.

Programme Details

Programme Dates

29–30 Sep 2026

Programme Fee

Rs. 30,000/- + GST Per Participant

Programme Mode

On-Campus, Mahindra University

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media, Centre for Sustainability, School of Design and Innovation and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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**CENTRE FOR
EXECUTIVE EDUCATION**

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