



Behavioral Analytics and Decision Insights Training Course

22 – 26 March 2027
Addis Ababa

Behavioral Analytics and Decision Insights Training Course

Ref: 785_224003 **Date:** 22 – 26 March 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Behavioral Analytics and Decision Insights Training Course is a one-week intermediate-to-advanced course for customer analysts, digital product teams, marketing analysts, HR analytics functions, behavioral researchers, and decision-support specialists who leave with a Behavioral Analytics and Intervention Decision Pack. Participants connect event-based measurement, behavioral journey analysis, funnel analysis, cohort analysis, behavioral segmentation, experimentation, predictive signals, ethical interpretation, and decision dashboards. Agile Leaders Training Center develops practical behavioral analytics capability.

Who Should Attend

- Customer insight functions responsible for behavioral evidence and service decisions
- Digital product functions responsible for journeys, adoption, and retention
- Marketing analytics functions responsible for segments and response patterns
- HR analytics functions responsible for workforce behavior and intervention evidence
- Behavioral research functions responsible for experiments and inference
- Decision-support functions responsible for dashboards and action recommendations

The course assumes participants can work with tabular or event data, define business measures, and interpret descriptive statistics, and leaves out introductory statistics, software certification, clinical diagnosis, and automated decision deployment.

Departments and Industries

The course supports departments and industries that use observed behavior to improve decisions.

- Digital products and online services
- Retail and customer experience
- Financial services analytics
- Human resources and workforce planning
- Public services and policy delivery
- Healthcare service operations

Learning Objectives

By the end of this course, participants will be able to:



- Build event taxonomies and behavioral measurement plans
- Analyze journeys, funnels, cohorts, and retention patterns
- Apply behavioral segmentation and bias diagnosis methods
- Compare experimental results and predictive signals
- Evaluate ethical limits and inference quality
- Build decision dashboards and intervention recommendations

Course Agenda

Day 1: Frame Behavioral Measurement

- Behavioral Question and Decision Canvas
- Event Taxonomy and Property Dictionary
- Journey Stage and Touchpoint Map
- Behavioral Metric Definition Sheet
- Data Ethics and Inference Boundary Checklist

Day 2: Analyze Journeys and Groups

- Path Exploration and Sequence Analysis Method
- Funnel Conversion and Drop-Off Diagnostic
- Cohort Construction and Comparison Matrix
- Retention Curve and Return Behavior Profile
- Behavioral Segmentation Feature Map

Day 3: Test Behavioral Explanations

- Behavioral Hypothesis and Mechanism Map
- Experiment Design and Comparison Group Plan
- Outcome Metric and Guardrail Framework
- Effect Interpretation and Uncertainty Record
- Experiment Evidence Review Template

Day 4: Turn Signals into Decisions

- Behavioral Bias Diagnosis Guide
- Predictive Signal Assessment Matrix
- Decision Dashboard Architecture
- Intervention Option and Risk Canvas
- Evidence-to-Action Brief



Day 5: Practice Behavioral Decisions

- Exercise: Build an Event and Journey Measurement Plan
- Exercise: Diagnose a Funnel and Retention Pattern
- Exercise: Evaluate an Experiment and Its Inference Limits
- Exercise: Design an Ethical Behavioral Intervention
- Capstone: Behavioral Analytics and Intervention Decision Pack

Practical Exercises

The course uses suggested activities based on digital services, retail journeys, workforce decisions, and public-service scenarios.

- Suggested activity: convert a business question into an event taxonomy, journey map, and measurement plan.
- Suggested activity: compare funnel, cohort, retention, and segment evidence to diagnose a behavioral pattern.
- Suggested activity: review an experiment for comparison quality, uncertainty, bias, and ethical limits.
- Suggested activity: assemble dashboard evidence and an intervention recommendation in the final decision pack.

FAQs

Who suits behavioral analytics training, and what does it assume?

Customer, product, marketing, HR, research, and decision-support functions suit behavioral analytics training; it assumes experience with business measures, event or tabular data, and descriptive statistics.

How does behavioral analytics differ from general business intelligence training?

Behavioral analytics examines actions, sequences, journeys, cohorts, retention, experiments, and intervention choices, while general business intelligence training may emphasize broad reporting, aggregation, and performance monitoring.

How are funnels and cohorts used in behavioral analytics?

Funnels reveal progression and drop-off across defined steps, while cohorts compare groups formed by a shared behavior or time point to reveal retention and change patterns.

What makes a behavioral experiment useful for decision insights?

A useful behavioral experiment connects a testable mechanism with a comparison design, defined outcome and guardrail measures, uncertainty interpretation, and a decision that the evidence can reasonably support.



How are ethical limits handled in behavioral analytics?

Ethical behavioral analytics documents purpose, data necessity, potential harm, bias, transparency, inference boundaries, and human review before evidence becomes an intervention recommendation.

Conclusion

Participants take back a Behavioral Analytics and Intervention Decision Pack linking measurement, journeys, funnels, cohorts, segments, experiments, predictive signals, ethics, dashboards, and action choices. It changes disconnected behavioral reports into a traceable evidence-to-decision workflow. The pack supports coordinated decisions across customer, product, marketing, workforce, research, and service teams.