Lesson Plan

Module: Data Analytics   Learning Unit: Sales and Channels

Desired Core professional goal	**Benchmark**
Learners will be able to – understand the importance and contribution of the monitoring and measurement of sales data to maximise the effectiveness of the sales channel	big data
Level Basic	**Framework** Empower

Professional micro-learning outcomes

Learners will discover:

- the potential of data analytics for sales channel understanding
- the importance of data analysis in order to gain valuable insights into the behaviour and preferences of customers
- how the analysis of data can provide organisations with the ability to optimise their distribution channels
- how data analytics allows companies to improve their sales forecasting and demand planning processes
- how data analytics can play an important role in improving the performance of the sales team
- how data analytics enables companies to develop effective pricing strategies

Micro-learning activities

Learners will

1. watch the video on YouTube *Sales and Channels*

ENAIP veneto
Dal 1951 protagonisti della crescita.

Erasmus + KA2

Cooperation for Innovation & the Exchange of Good Practices

2021-1-EL01-KA220-VET-000033235

Co-funded by the Erasmus+ Programme of the European Union