



**NORTHPOINT**  
CENTRE OF LEARNING

NORTHPOINT'S UNIQUE MODEL;  
BUILDING ACTIONABLE KNOWLEDGE  
THROUGH EXPERIENTIAL LEARNING

Presenting  
**EXECUTIVE PROGRAM IN  
TECH-DRIVEN ADVANCEMENTS  
IN CONSUMER RESEARCH**

September 2-5, 2024

**Program Highlights**

- An experiential 4 - day journey on campus at Khandala
- Program curriculum designed by senior marketing research experts
- Program enables an integrated understanding of technologies such as Neuroscience, data analytics, artificial intelligence (AI) and machine learning (ML) in the context of generating actionable consumer insights
- Program delivery by panel of eminent practicing professionals and experts with over 200 man-years of experience in building global brands

**Intense Exposure to**

- Advanced Technologies – Neuroscience, biometric research, mobile ethnography, Online communities & panels
- Data Analytics / Big Data Analytics in Market Research
- Conversational Interface – Chatbots, Image Generation
- Marketing Analytics, Customer Life Time Value
- Marketing Mix Modeling and Multi Touch Attribution Models
- Social Media and Impact of Digital Marketing
- Sentiment Analysis, Customer segmentation
- Research & Insights for developing advertising, communication and media strategy
- Measuring brand assets
- Generative AI for research
- Prompt Engineering, Question Answering
- Text Summarization, Text Generation

**Program Faculty**



**Partha Rakshit**

Former Managing Director  
NielsenIQ



**Manish Makhijani**

Partner - Positron Advisory Services  
Former Global CMI Director, Unilever



**Subramanyeswar S.**

Group CEO, MullenLowe Lintas Group  
Chief Strategy Officer - APAC  
MullenLowe Global



**Sanjay Pal**

Founder & CEO, decrypt  
Former ED NielsenIQ  
Country Head, Kantar Bangladesh



**Lekha Bajpai**

Technology and Analytics Consultant  
Former CIO of Kantar South Asia



**Satish Belani**

Head - India Operations Scoredata  
Former Director NielsenIQ  
Head - Advanced Analytics Datamatics

**CONTACT - MS. PRATIMA PANDEY**



pratima.pandey@northpointindia.com



Contact No : 95949 92600

**www.northpointindia.com**