Data-Driven Pricing for Financial Inclusion Products Training Course

Professional Development Training Course Outline

Category	Microfinance & Financial Inclusion	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Data-driven pricing plays a transformative role in improving the affordability, sustainability, and competitiveness of financial inclusion products. By utilizing advanced analytics, MFIs, fintechs, and inclusive financial service providers can tailor pricing models based on customer behavior, portfolio performance, and market dynamics. Data-Driven Pricing for Financial Inclusion Products Training Course equips participants with the strategic and technical skills required to develop, test, and implement data-driven pricing frameworks that improve outreach, optimize revenue, and promote responsible financial services.

Participants will explore key analytical tools, data management techniques, and pricing methodologies used across digital finance ecosystems. The course emphasizes practical application, ethical considerations, and regulatory adherence. The goal is to strengthen institutional capacity to use reliable data insights to increase customer retention, minimize risk, and enhance operational efficiency in product pricing.

Programme Curriculum

Data-Driven Pricing for Financial Inclusion Products Training Course

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Course Objectives

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

- Understand the foundations of data-driven pricing strategies
- Apply customer segmentation techniques to pricing decisions
- Use analytics and data tools to inform pricing models
- Integrate pricing with institutional risk management systems
- Ensure regulatory compliance in data usage and pricing structures
- Improve product competitiveness using market-based insights
- Develop dashboards for monitoring pricing performance
- Use alternative data to strengthen pricing accuracy
- Apply machine-learning insights to product pricing
- Reduce operational inefficiencies through automated pricing
- Design transparent and customer-centric pricing approaches
- Implement continuous improvement processes for pricing models
- Strengthen financial inclusion outcomes through innovative pricing

Organizational Benefits

- Increased accuracy in product pricing
- Enhanced portfolio performance and reduced risk
- Better customer targeting and segmentation
- Improved operational efficiency and automation
- Strengthened compliance and data governance
- Evidence-based decision-making processes
- More competitive and affordable financial products
- Improved customer satisfaction and retention
- Advanced analytics capability for staff
- Greater institutional sustainability and outreach

Target Audience

- Microfinance institutions and cooperatives
- Fintech product teams and pricing units
- Digital credit providers and mobile money operators
- Risk and compliance officers
- Data analysts and monitoring teams
- Product development managers
- Financial sector regulators
- Development partners and DFIs

Course Duration: 5 days

Course Modules

Module 1: Introduction to Data-Driven Pricing

- Principles of data-driven pricing
- Importance for financial inclusion
- Types of data used in pricing
- Key challenges and opportunities
- Tools supporting data-based decisions
- Case study: Transforming pricing through analytics in East African MFIs

Module 2: Regulatory and Compliance Frameworks

- Regulatory expectations in data use
- Pricing transparency and fairness
- Consumer protection considerations
- Ethical use of customer data
- Data privacy and governance
- Case study: Regulatory compliance in digital loan pricing

Module 3: Customer Segmentation and Behavioral Insights

- Using demographic and behavioral data
- Identifying profitable and vulnerable segments
- Understanding repayment behavior patterns
- Predictive analytics for customer profiling
- Tools for segmentation and visualization
- Case study: Segment-based pricing for rural clients

Module 4: Pricing Model Design and Development

- Components of a pricing model
- Integrating risk, cost, and behavior variables
- Using machine learning for pricing accuracy
- Sensitivity analysis and model validation
- Using dashboards for pricing review
- Case study: Dynamic pricing model for mobile credit products

Module 5: Data Integration and Automation

- Data pipelines for pricing automation
- Integrating core banking and mobile platforms
- Real-time pricing adjustments
- Ensuring data quality and security
- Workflow automation for pricing decisions
- Case study: Automated pricing deployment in fintech lending

Module 6: Pricing Communication and Customer Transparency

- Communicating pricing structures clearly
- Digital tools for customer education
- Managing customer expectations
- Addressing pricing complaints
- Monitoring client satisfaction
- Case study: Improving transparency in digital microloan pricing

Module 7: Monitoring and Evaluating Pricing Performance

- Key performance indicators for pricing
- Dashboards and reporting tools
- Portfolio performance tracking
- Improving models based on feedback loops
- Aligning pricing with institutional strategy
- Case study: Pricing performance monitoring in MFIs

Module 8: Strategic Scaling and Institutional Adoption

- Scaling pricing models across branches
- Staff capacity-building strategies
- Aligning teams and processes
- Using data insights for long-term planning
- Ensuring sustainability of pricing innovations
- Case study: Scaling data-driven pricing nationally

Training Methodology

- Interactive expert presentations
- Real case study analysis
- Group exercises in data interpretation
- Hands-on model-building simulations
- Peer learning discussions
- Practical tools, templates, and dashboards
- Scenario-based analysis and problem solving

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com