

# Introduction to Data Analytics

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## Customer Targeting

In order to anticipate and satisfy customer needs, a business must understand buying behaviour and categorize products and services to target customer segments and preferences. Suppose a business can identify the things that cause a particular customer to buy a specific product or service. In that case, it can create products, marketing messages, advertising and outreach targeting particular customer buying behaviours and needs. Analytics can help the business to understand the customer's needs and buying patterns and can help the company grow.

## Customer Analytics can overall improve:

- **Customer satisfaction**
- **Sales conversion**
- **Product design and features**
- **Optimizing the target customer segment**
- **Anticipate overall market**
- **Optimizing the sale and advertisement market.**

## What kind of data is gathered by the business to make it more efficient?

1. Customer data covers whatever a person is doing when visiting any respective site.
2. The data can tell how the customer has visited their sites/products, like from search engines or social sites.

3. Data will also have a timestamp (stay duration), pathways, purchasing pattern, shopping pattern and search patterns.
4. This data can tell almost anything a business needs to know about the online habits of their current and potential customers.

## How can this data help in business?

- By applying analytics to this data, you can have potential targeted customers with whom businesses can profit and improve their profit.
- The technology behind Customer analytics combs through all the aggregate data and provides you with digestible information you can use to increase sales, reduce costs, and grow your business.

## Read More:

[https://www.neuraldesigner.com/blog/customer\\_segmentation\\_using\\_advanced\\_analytics](https://www.neuraldesigner.com/blog/customer_segmentation_using_advanced_analytics)