

Customer Analytics

Course Objectives

The course will help the candidate to build knowledge of and develop models that will help firms offer its customers products and services that offer superior value than competition. Further it will help marketing professionals understand and evaluate customers and create strategies for effective marketing. Syllabus Marketing Management Process and Customer Analytics, pricing of single product and product bundles, revenue management, forecasting demand, customer insights, customer value and market segmentation.

Expected Outcome

The course is for imparting knowledge related to the various terminologies and techniques associated with customer analytics, understand the various statistical models that can be used to derive meaningful customer insights. It also helps analyze how the markets price can be determined and how to forecast demand and evaluate various the customer and the business based on customer value. It helps develop a good segmentation strategy based on the understanding of customer lifetime value.

References

1. Winston, Wayne L. (2014), Marketing Analytics: Data-Driven Techniques with Microsoft Excel, 1st ed. Wiley.
2. Malhotra, Naresh (2015), Marketing Research – An Applied Orientation, 7th ed., Pearson EducationVandana Ahuja. Digital Marketing. Oxford University Press India, 2015
3. Joe Teixeira. Your Google Game Plan for Success: Increasing Your Web Presence with Google AdWords, Analytics and Website Optimizer. John Wiley and Sons, 2011
- . 4. Damian Ryan. Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation (3rd Edition). Kogan Page Publishers, 2014.
5. Alan Charlesworth. Digital Marketing: A Practical Approach (2nd Edition). Routledge, 2014.
6. Judy Strauss and Raymond Frost. E-marketing (5th Edition 5). Pearson Prentice Hall, 2009.
7. Dave Chaffey and PR Smith. E-marketing Excellence: Planning and Optimizing your Digital Marketing (4th Edition). Routledge, 2013.
8. Matthew A. Russell and Matthew Russell. Mining the Social Web: Analyzing Data from Facebook, Twitter, LinkedIn, and Other Social Media Sites. O'Reilly Media, Inc., 2011.

Course Plan

1 Marketing Management Process and Customer Analytics The Marketing Management Process and its link to Customer Analytics and Customer Insights. Quantifying Customer Value, Using Excel to summarize marketing data Forecasting Simple linear regression, correlations to summarize linear relationships, multiple regression to forecast sales, modeling for trend and seasonality, Winter's model

2a Pricing Estimating demand curve, optimal pricing, pricing multiple products, price bundling, optimal bundle prices, demand curve and the willingness to pay,

First Internal Examination

2b Non-linear pricing strategies for profit maximization, price skimming and sales, revenue management – handling uncertainty and price markdowns

3 Customer Insights Conjoint analysis – product attributes and levels, full profile conjoint analysis, choice based conjoint analysis, logistic regression for dichotomous relations, random utility theory, discrete choice analysis, impact of price and brand on discrete choice, dynamic discrete choice

Second Internal Examination

4 Customer value Lifetime customer value, using customer value to value a business, Markov chain model of customer value, Monte Carlo simulation; modeling relation between spending, customer acquisition and customer retention; optimizing retention and acquisition spending, market basket analysis, RFM analysis. Role of analytics in CRM

5 Market Segmentation Cluster analysis to segment market, conjoint analysis to segment market, collaborative filtering, classification trees for segmentation. Application of Customer Analytics in Advertising, Retailing and Internet & Social Marketing

Final Examination