

MARKETING DATA ANALYTICS

Credits: 4

Subject code: DS21602B

Semester: VI

No. of lecture hours: 60

Objective:

- Great marketing decisions are typically based on the sophisticated analysis of time, in-depth consumer, competitor and environmental information.
- This course aims to cover topics in marketing analytics.
- The objective of the course is to give students a general understanding of this vital area in marketing while demonstrating critical application areas.

Outcomes: Students will be able to

CO1: Understand market research methods

CO2: Analyze consumer behavior and marketing strategy

CO3: Identify market basket analysis

CO4: Examine survival analysis

CO5: Classify customer segmentation

UNIT – I

12hrs

Market

Research:

- | | |
|--|---|
| 1. Definition, Classification of Research design | 1 |
| 2. Types of Research: Exploratory, Descriptive, and Causal | 2 |
| 3. Overview, Survey Methods, Mode of Administering Survey: Personal, Telephone, Mail, Electronic methods | 3 |
| 4. Observational Methods: Structured Vs Unstructured | 2 |
| 5. Observational Methods Based on Mode of Administration | 2 |
| 6. Comparison between Survey and Observation | 1 |
| 7. How is survey data different from database data? | 1 |

UNIT – II

12hrs

Consumer Behavior and Marketing Strategy:

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|---|---|
| 1. Introduction, Overview of Consumer Behavior | 2 |
| 2. Overview of Marketing Strategy | 2 |
| 3. Who is most likely to buy and How do I target? | 2 |
| 4. What are the things that drive Demand? | 2 |
| 5. Modeling Elasticity: Business Case | 2 |

UNIT – III	12hrs
Market Basket Analysis:	
1. Conceptual Overview of Market Basket Analysis. What is market Basket?	4
2. How to estimate/ predict market Basket?	4
3. Logistics Regression: Business Case	4
UNIT-IV	12hrs
Survival Analysis:	
1. When are my customers likely to buy?	4
2. Conceptual overview of survival Analysis	4
3. Business Case: Model output and Interpretation	4
UNIT – V	12hrs
Customer Segmentation:	
1. Introduction to Segmentation	2
2. What is segmentation? What is a segment?	2
3. Why segment? Strategic uses of Segmentation	2
4. The 4p's of strategic marketing	2
5. Segmentation: Tool and Techniques	2
6. General Analytical Techniques: Business Case	2