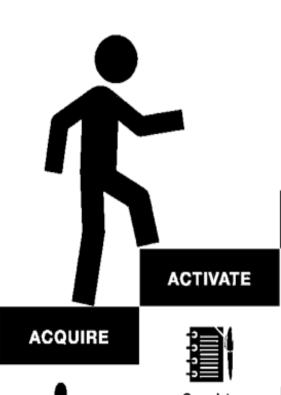
Customer Journey

Date	24 October 2022
Team ID	PNT2022TMID49363
Project Name	Project – Global Sales Data Analytics
Maximum Marks	4 Marks





Increase Footfall

Target the Right Customers

Improve campaign performances through accurate targeting



Measure Channel Effectiveness

Study customer's journey before signup



Maximize Return

Better ROI for search engine marketing through keyword optimization

Complete Registration



Use clickstream data to understand browsing patterns, pain points and preferences



Enhance Online Experience

Identify layouts, graphics, content that results in greater goal achievement through A/B



Customize Offerings

Use browsing history, form data to provide customized product and service suggestions, better layouts and designs

AMPLIFY



Encourage **Purchases**



Bulld models to identify and engage high networth merchants



Optimize Offers

Customize pricing/ offers to customers based on transaction history and social media activity



Increase Engagement

Identify stage of purchase and create targetted communication to increase engagement

LOYALTY



Share the Love



Use transactional behavior in combination with other data like credit scores to segment and increase loyal customer base



Generate Referals

Create customized targeted campaigns that increase brand referals and acquisition of new customers



Expand Reach

Use social media data to identify influencers and improve brand visibility