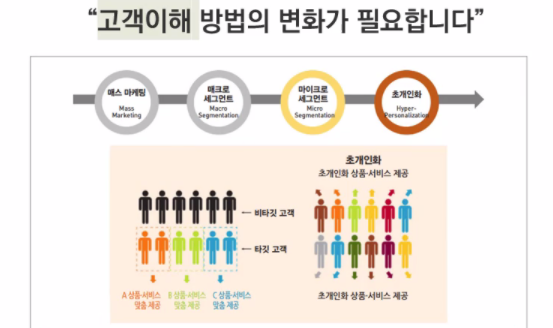
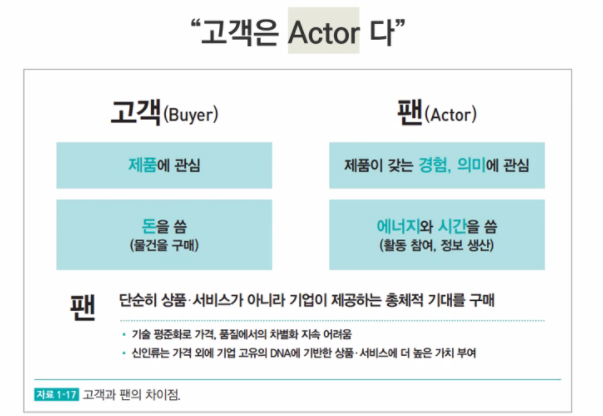
**고객 분석 및 기획(DCX)**

1. **DCX (Data driven Customer eXperience)**

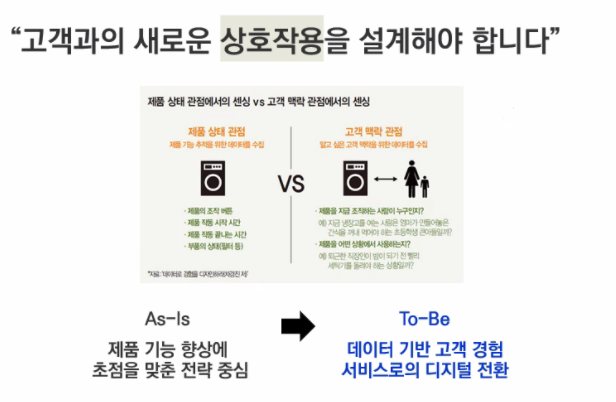
데이터 기반 고객 경험

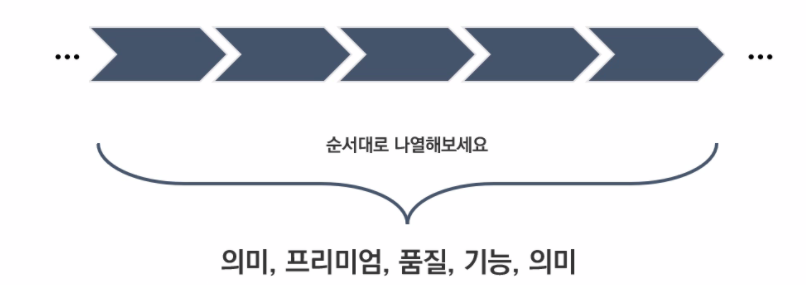




매스마케팅, 메크로 세그먼트(대량 광고)->마이크로세그먼트(타겟을 지정해서 광고)

-> 초개인화(개인에 맞는 상품 서버스 제공)







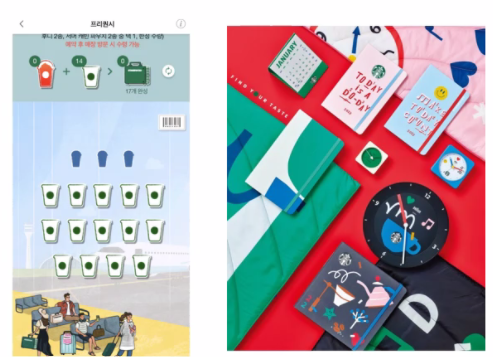
필요에 의한 기능이 먼저 , 이후 경쟁력으로 품질, 프리미엄화,

현재는 경험과 의미를 더 중요시한다.



탈취제 기능 뿐만이 아닌 향수처럼 좋은 향기가 나는 것이라는 이미지로 바꾸어서

세일즈가 높아졌던 사례(제품에 새로운 의미를 더함)

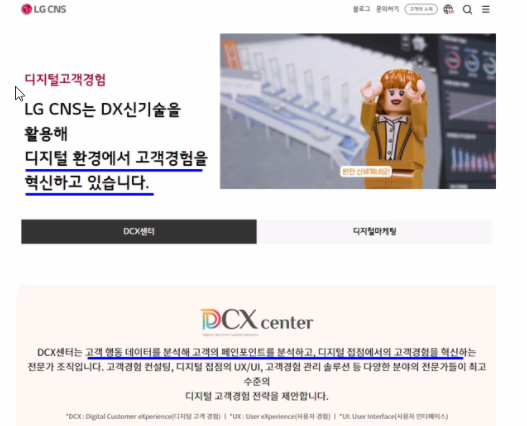


스타벅스 프리퀀시 마케팅 -> 카페에서 커피만을 위한 구매가 아닌 한정 굿즈를 받기위한 새로운

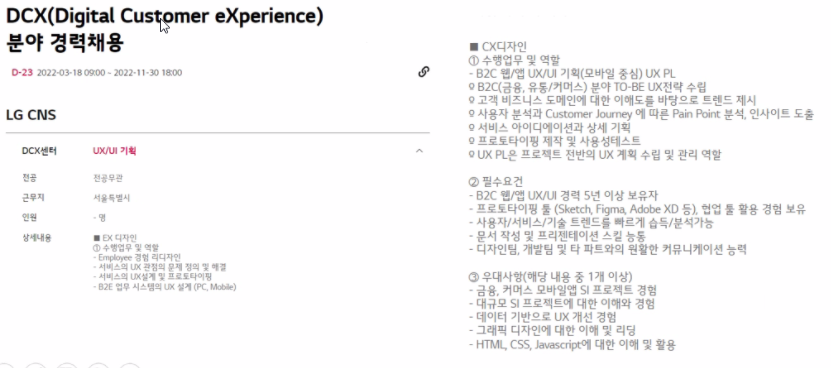
구매방식 부여



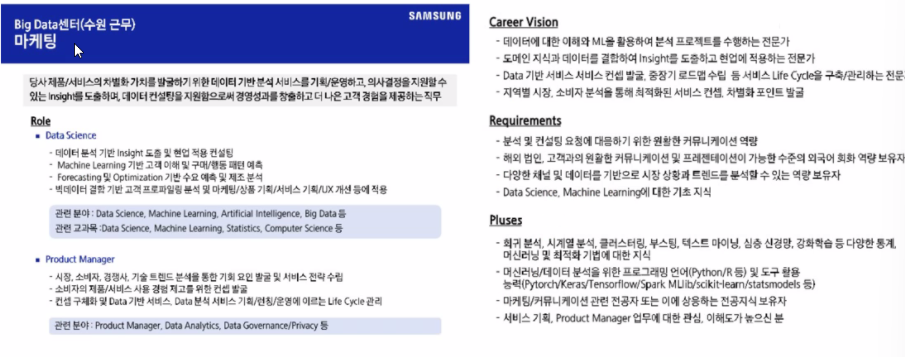




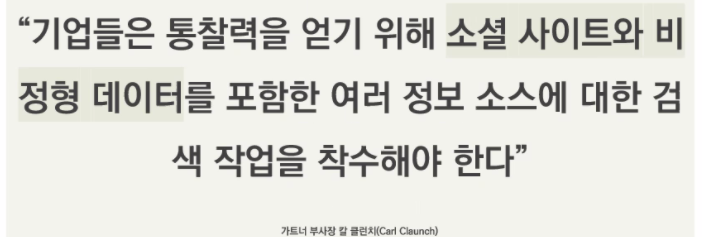


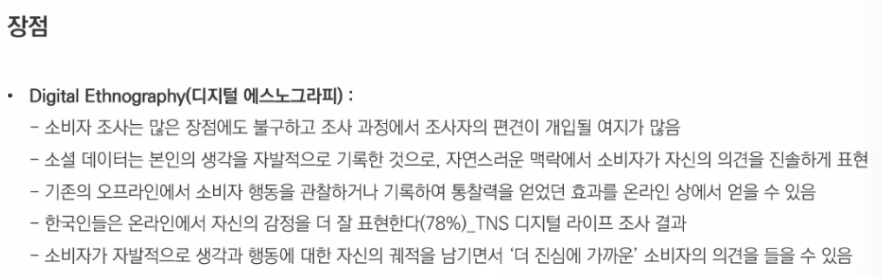


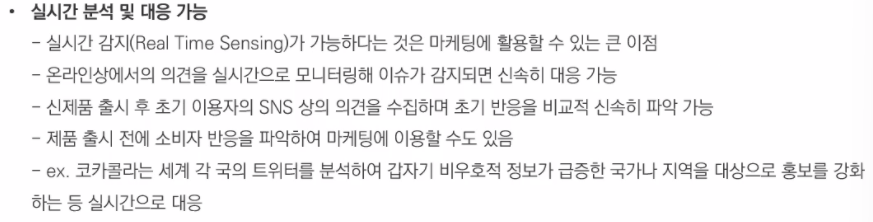


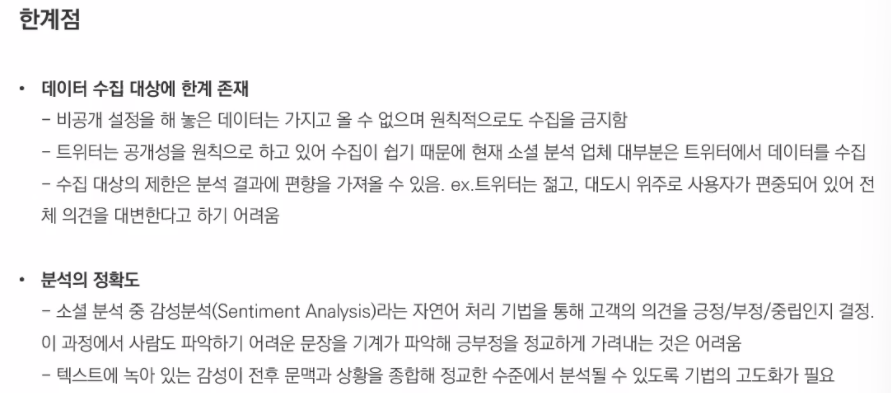


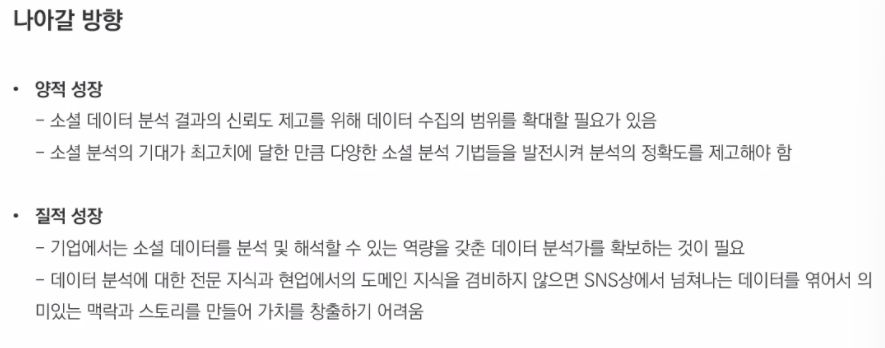
1. **소셜 데이터 분석**



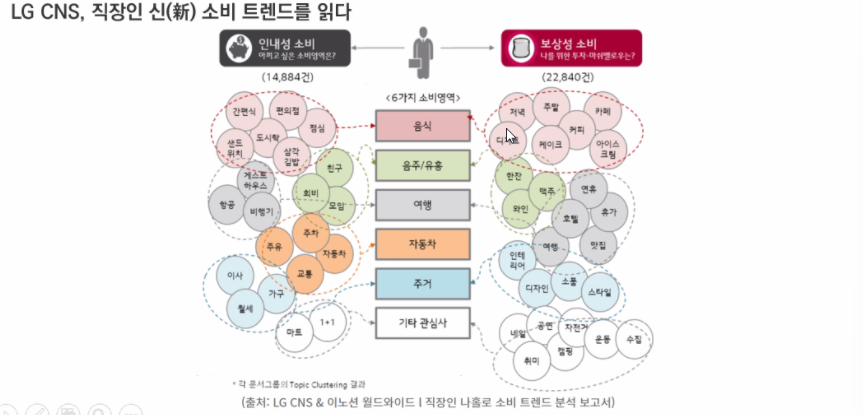
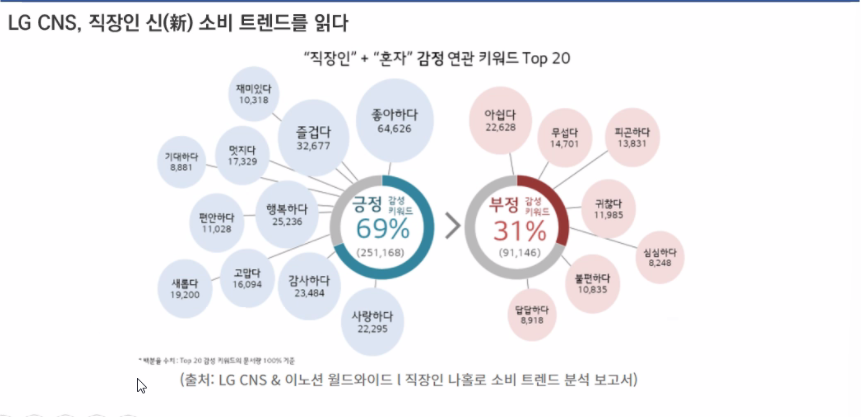


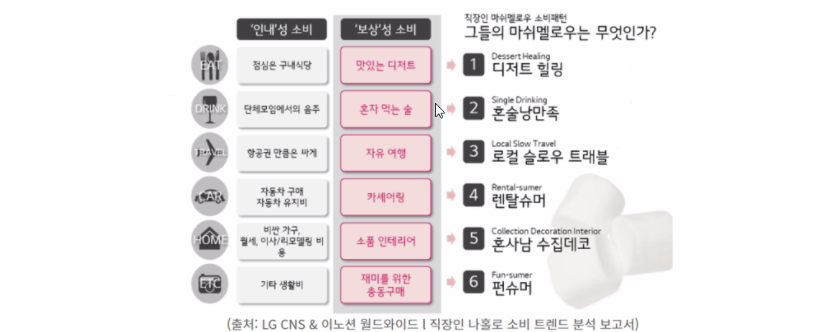






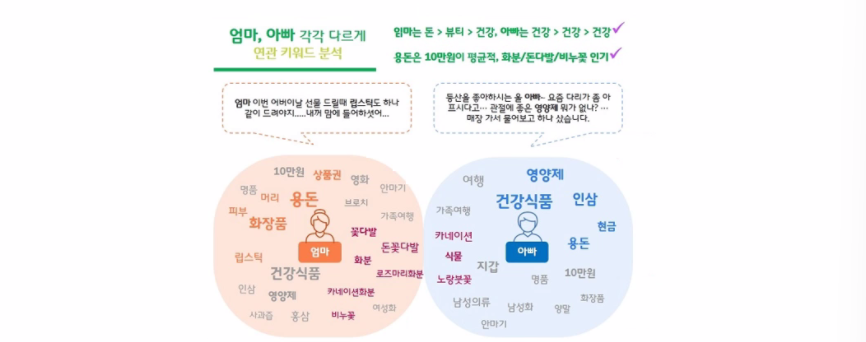


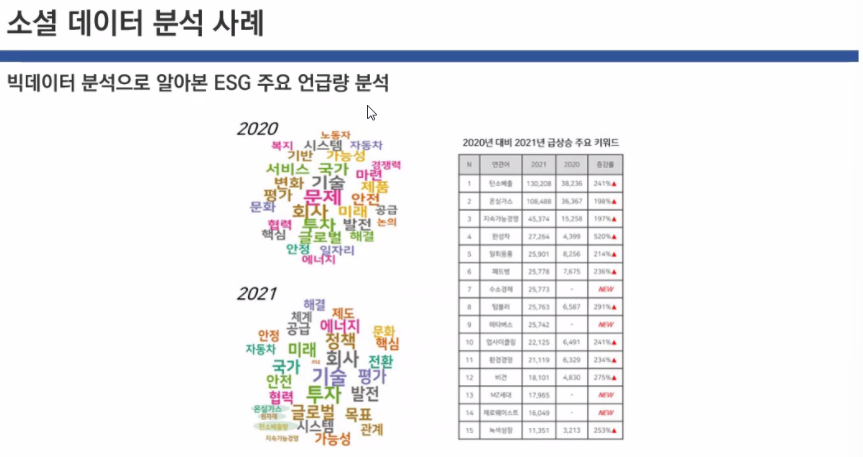




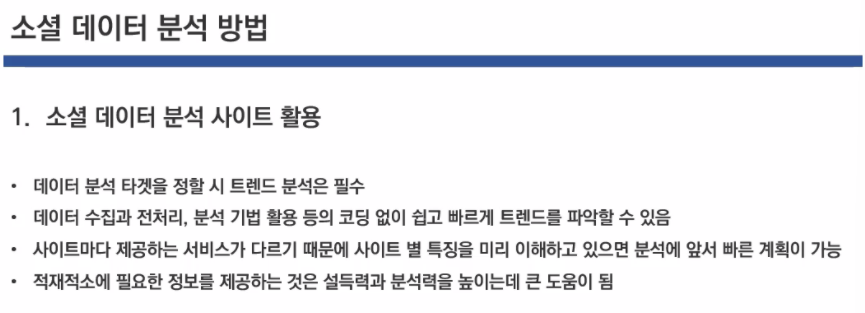


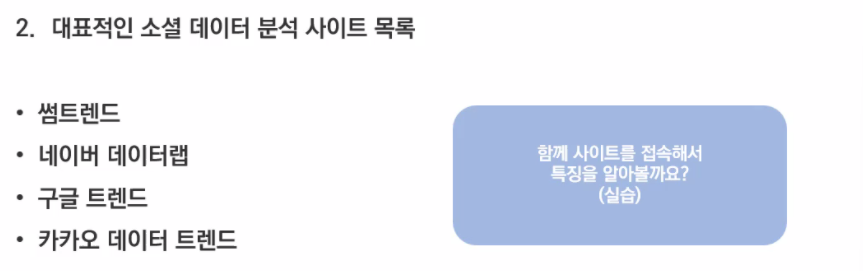
키워드를 볼때 꼭 원문을 보고 맥락을 파악한 후 사용할것!

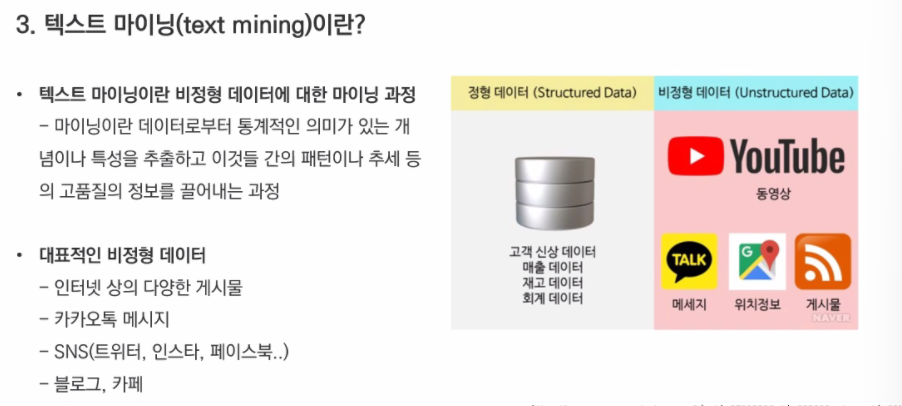


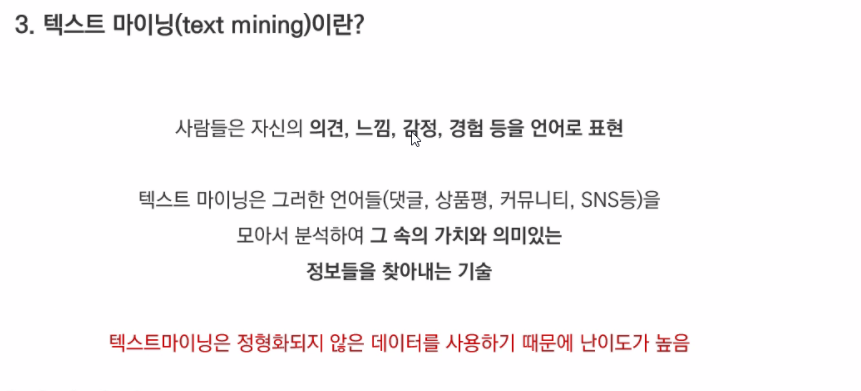


#ESG = 환경, 사회, 지배구조 -> 친환경 및 사회적 책임을 가진 경영



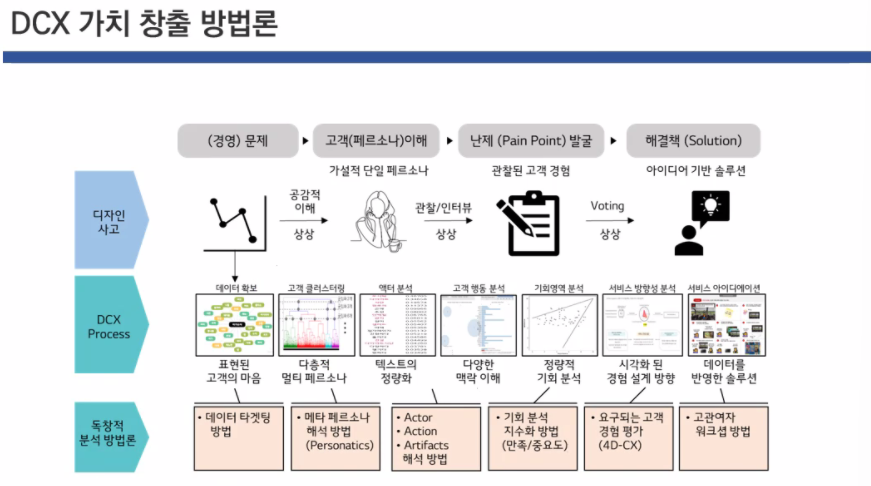




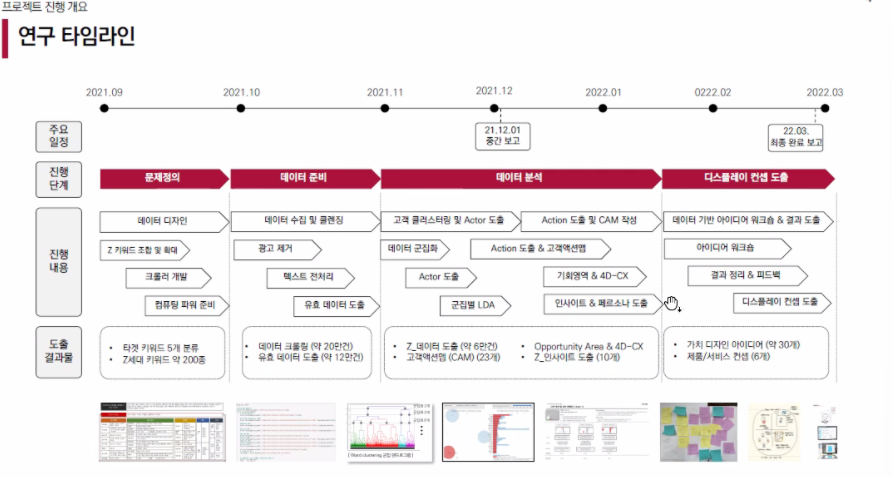


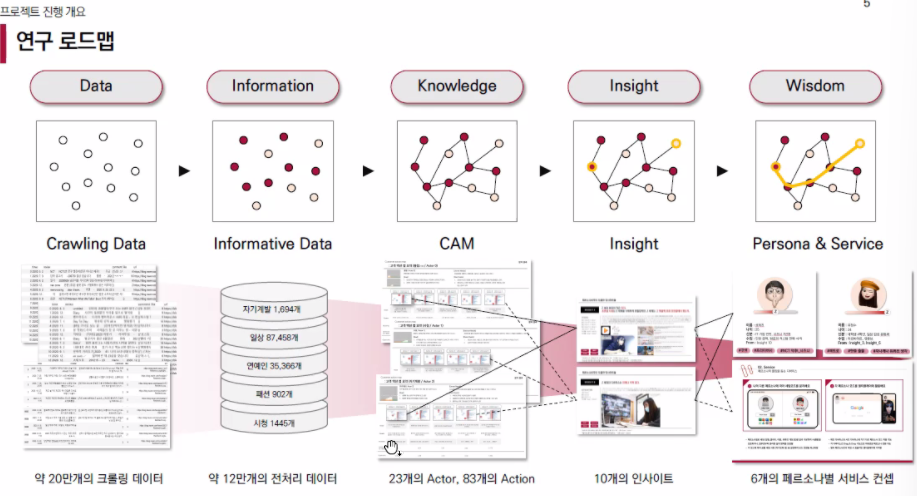


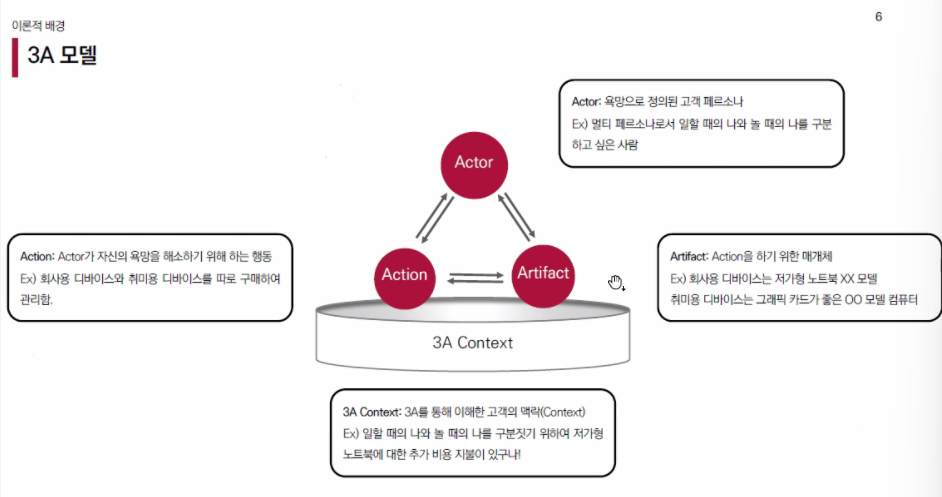
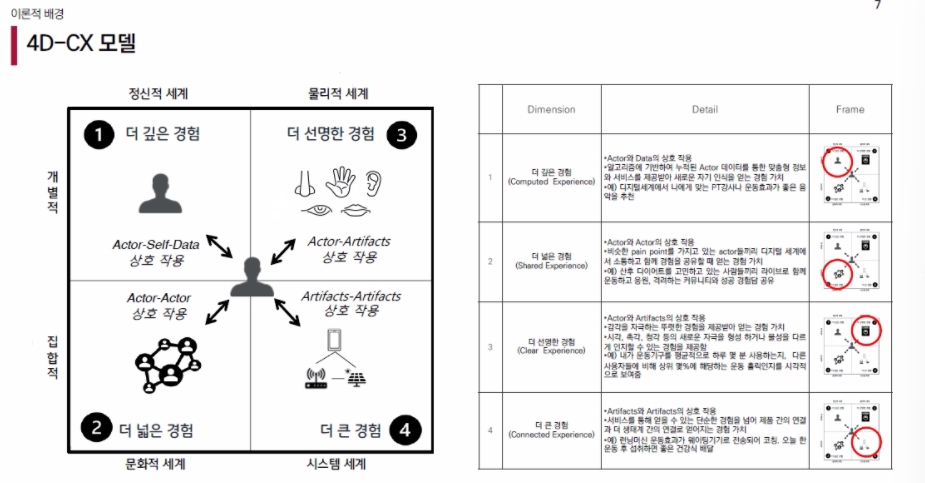
1. **DCX 가치 창출 방법론**



디자인 사고에서 DCX가 파생되었다 차이점 = 데이터확보 VS 상상





놓침

