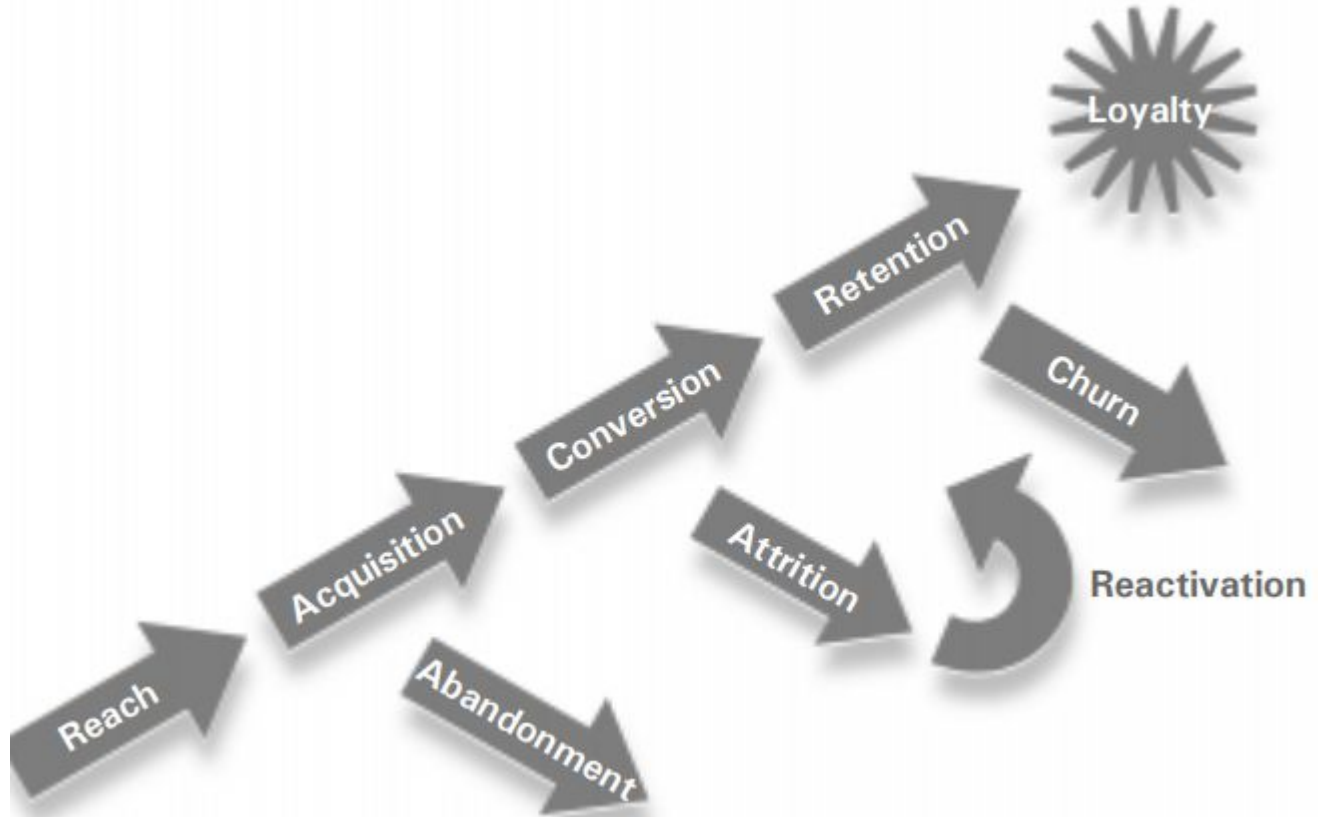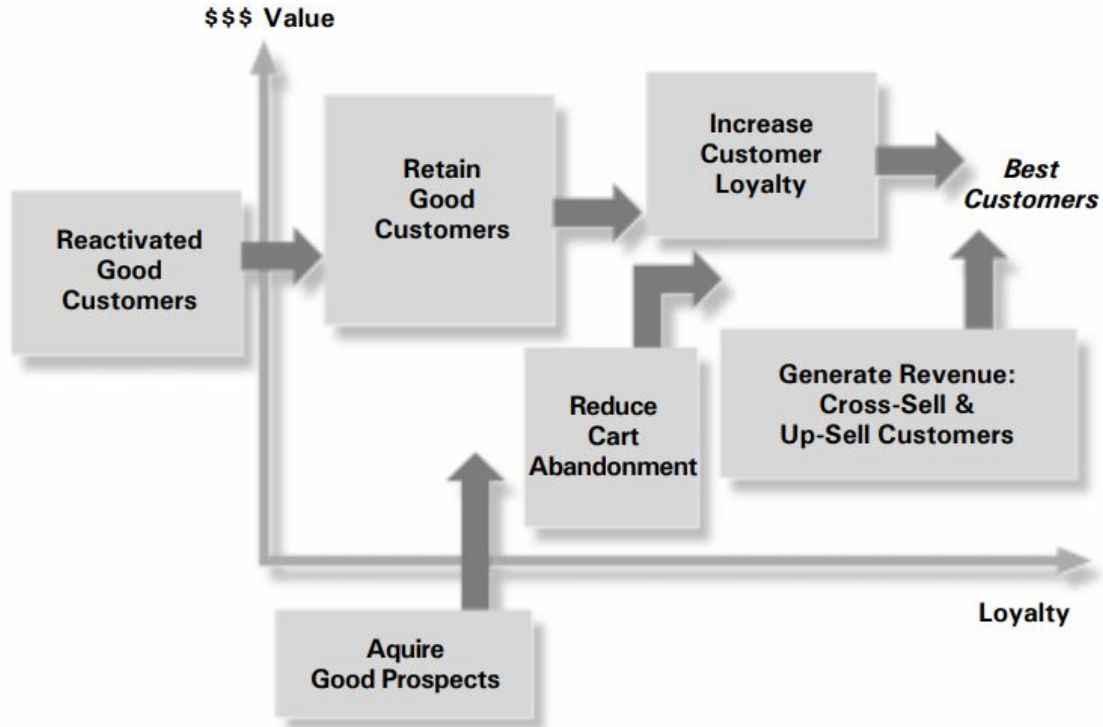# Customer Behavior Analysis

Introduction

# Customer Life Cycle

1. Reach
2. Acquisition
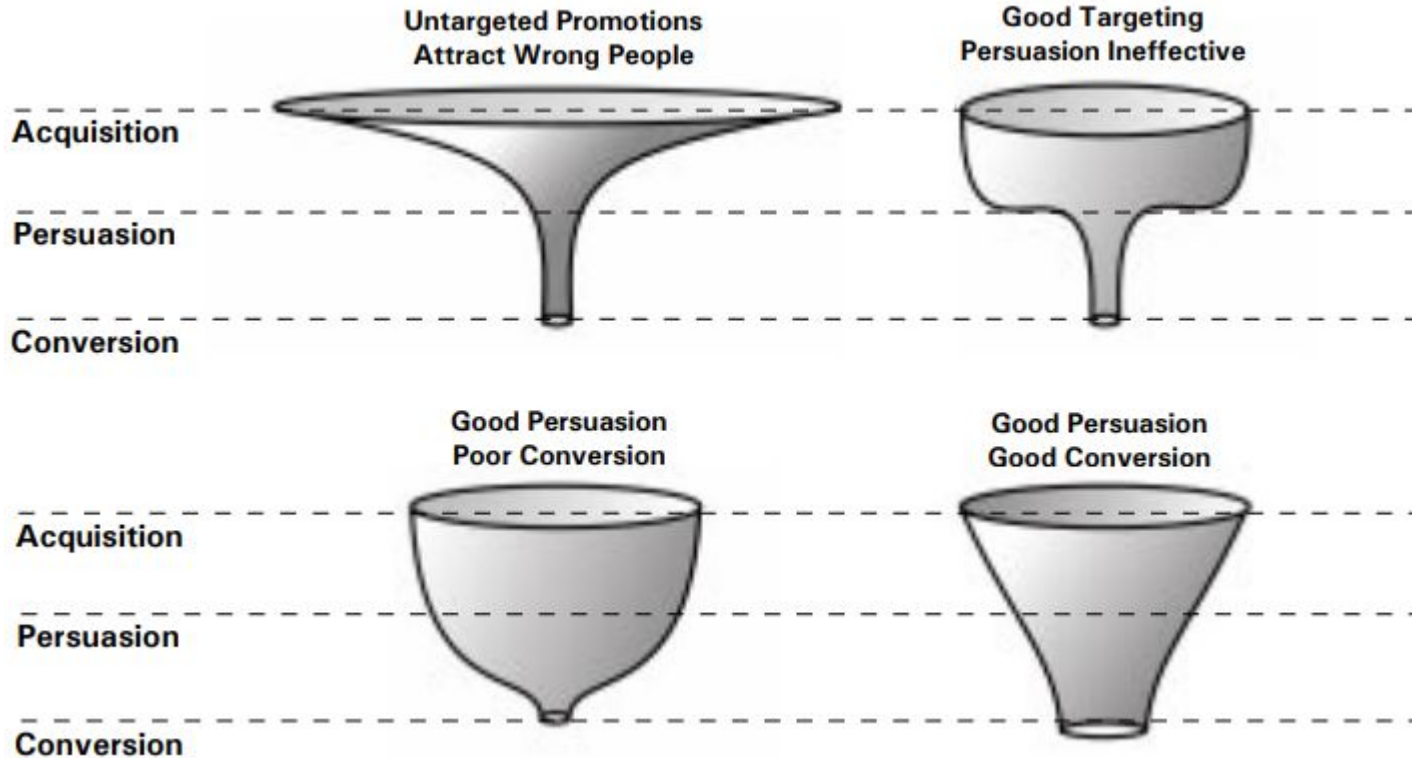3. Conversion
4. Retention
5. Loyalty

# Customer Lifetime Value Optimization

# Life Cycle Pipeline

- Prospect
- Suspect
- Qualified Prospect
- Closing Prospect
- New Customer
- Unhappy Customer
- Referring Customer
- Company Advocate

# Customer Life Cycle Funnel

# Source of Customer Data

- In-Store and Online Sales Data
- Survey Data
- Customer Service Data
- Sales Department Data
- Advertising Platforms
- Web Analytics
- Marketing Automation Platforms
- Loyalty Data
- Mobile App Data
- Wearables and the Internet of Things