

LUBS5403 Marketing Analytics

Individual Assignment

World Ranked – Triple Accredited – Award Winning



- To be provided at 12.00 Noon on May 8, 2024
- You have been provided with data files at 12.00 Noon on May 7, 2024

- You are asked to conduct marketing analytics by applying appropriate analysis tools (using R) to the provided datasets, and to develop a marketing consultancy report based on your analysis results. You can use part or all of those data files. In addition to analysing the provided datasets, you are required to provide suggestions on future marketing analysis plan.

- Briefly introduce the report, including the business context and background (5%)

Main Body (75%)

This is based on data analysis and should address the **THREE** out of the following four main marketing themes (equally weighted):

- Managing customer heterogeneity,
- Managing customer dynamics,
- Managing sustainable competitive advantage, and
- Managing resource trade-offs.

For each theme, you can follow the following structure:

- Define Problem and model specification: identify the useful analysis tools and the datasets and describe your model specification
- Results: present the results using appropriate tables and figures and interpret the results
- Discussion: summarize key findings and implications and also talk about the validity of your proposed model

Future works (20%)



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- This is the part you make suggestions on future marketing analysis plan. Suggestions should include what other data could be collected and how, what models could be used to analyse the data, and what insights could be obtained.

Submission



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- Assignments should be a maximum of 3,000 words in length.
- R codes should be provided in separate R files (.R)
- The deadline date for this assignment is **12.00 Noon on May 16, 2023.**



- Guidance report will be uploaded on Minerva after 15 April 2024