





















Customer Journey













Customer Journey

Channel	Aware	Interest	Purchase	Re-purchase
Google		 Googled to find information. Found several reviews on the internet.		
Youtube		 Watch several clip reviews and became interested to buy.		
Facebook	 Saw a friend use tablet with pencil for on-line learning.			
Website		 Read several reviews and check product details and price comparison to buy.		
E-mail			 Spend way too long to get iPad.	 Receive the next purchase coupon.
Store		 Visited the store to try out the iPad. Failed to search for target product and discount at the Apple store.		
On-line Store		 Visited the online store. Find out the target product and get the discount as expected.		 Could not find other iPad accessories to buy.
Call center			 Complaint about the late delivery.	

Customer Journey with Data Analytics

Channel	Aware	Interest	Purchase	Re-purchase
Google		 Googled to find information. Found several reviews on the internet.		
Youtube		 Watch several clip reviews and became interested to buy. <div>Customer Segmentation</div>		
Facebook	 Saw a friend use tablet with pencil for on-line learning.			
Website		 Read several reviews and check product details and price comparison to buy. <div>Conversion Analysis</div>		
E-mail			 Spend way too long to get iPad. <div>Chatbot Call center</div>	 Receive the next purchase coupon.
Store		 Visited the store to try out the iPad. Failed to search for target product and discount at the Apple store.		
On-line Store		 Visited the online store. Find out the target product and get the discount as expected.		 Could not find other iPad accessories to buy. <div>Product Recommendation</div>
Call center			 Complaint about the late delivery.	

Customer Journey with Data collection

Channel	Aware	Interest	Purchase	Re-purchase
Google		 <p>Googled to find information. Found several reviews on the internet.</p> <p>Google Analytics</p>		
Youtube		 <p>Watch several clip reviews and became interested to buy.</p> <p>Java script with Youtube API</p>		
Facebook	 <p>Saw a friend use tablet with pencil for on-line learning.</p>			
Website		 <p>Read several reviews and check product details and price comparison to buy.</p> <p>Web scrapping</p>		
E-mail			 <p>Spend way too long to get iPad.</p>	 <p>Receive the next purchase coupon.</p>
Store		 <p>Visited the store to try out the iPad. Failed to search for target product and discount at the Apple store.</p>		
On-line Store		 <p>Visited the online store. Find out the target product and get the discount as expected.</p>	 <p>Complaint about the late delivery.</p> <p>Firebase</p>	 <p>Could not find other iPad accessories to buy.</p> <p>Campaign response model, Automatic E-mail</p>
Call center				