

CUSTOMER BEHAVIOR ANALYSIS REPORT IN CUSTOMER 360 SERVICE MODEL

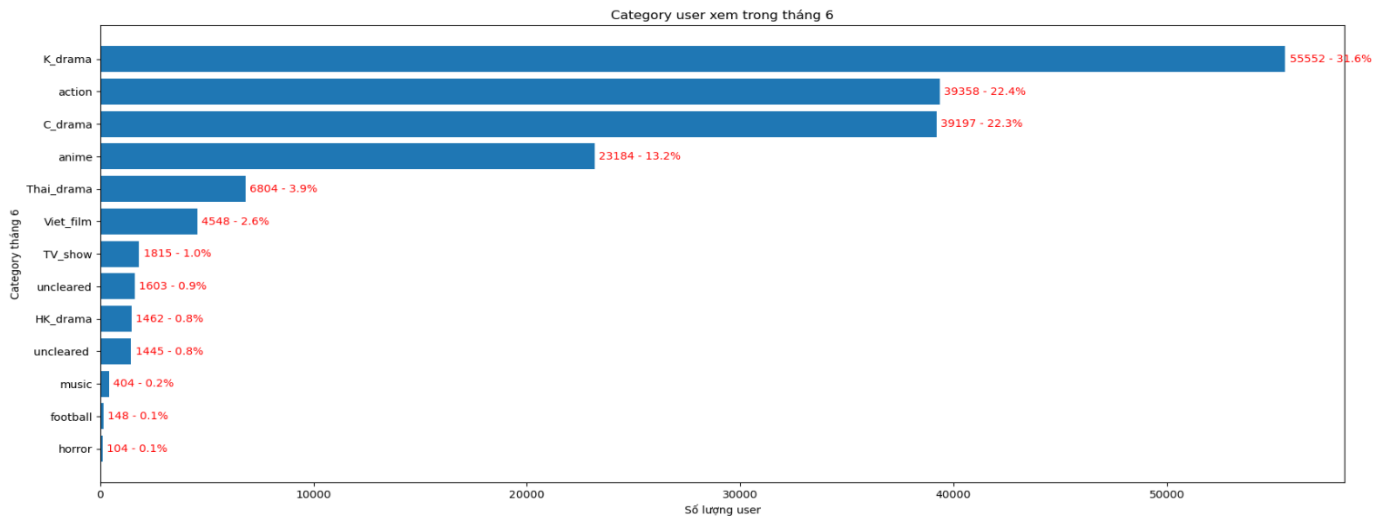
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Introduction:

In this report, searching trends of all customers in June and July will be analyzed.

1. June

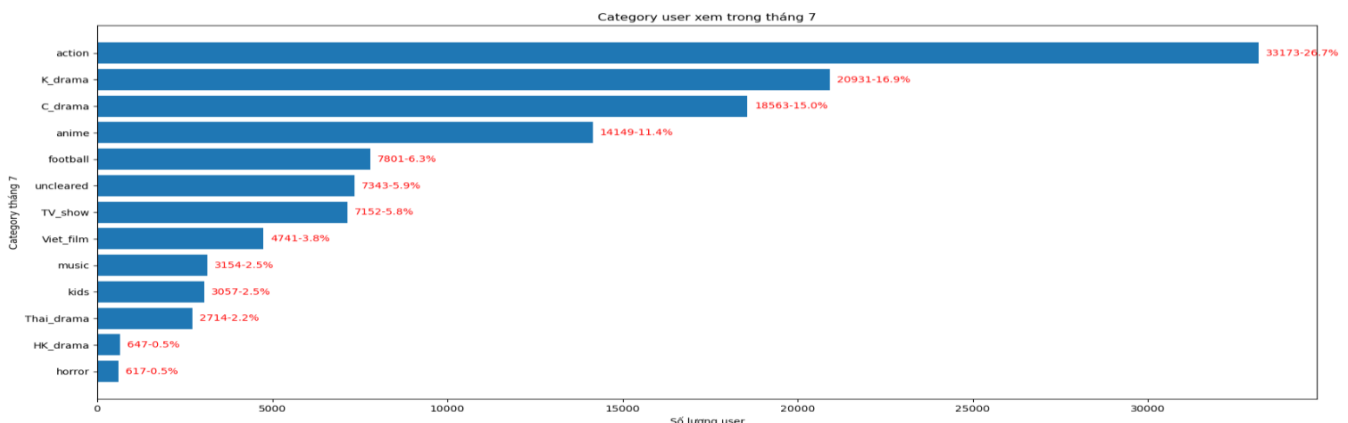
This month, K-drama, action and C-drama accounted for more than 50% of searches while for the remaining 10 genres, only anime was the most viewed with 13.2% of total searches.



⇒ Thus, the marketing team can rely on this to come up with advertising campaigns with Korean and Chinese concepts or aggressive concepts to increase product sales.

2. July

Similarly, this month the 3 genres in June are still extremely popular with users. However, action surpassed K-drama to become the most searched genre in July



⇒ The proposal is similar to June but increases the number of advertising concepts in a more aggressive direction.

3. Customer changes in search trends

Most customers do not change their preferences. Only less than 15% of customers changed their search behavior (graph truncated for aesthetic reasons).

