Marketing Management Date 10/sep/2021

Lecture # 01

Difference b/w

pDataBase | Data Warehouse | Big Data :-

* Data is random in nature.

To explore:-

• Facebook kin platforms ko deploy ks k bnagaya hai

• konsi database use hoti hai.

→ Data Warehousing mai time stamp lgta hai.

→ Delete not possible in data warehouse. we directly update the data.

Data Mart :-

③ Next to Next class (submission)
How to utilize social media platforms using part ②.

H.W ①
• Scrapping ? | Social Media Scrapping :-

NLP (Natural Language Processing)
Assignment ②
Difference b/w data science | Artificial Intelligence / Machine learning | Natural Lang processing.
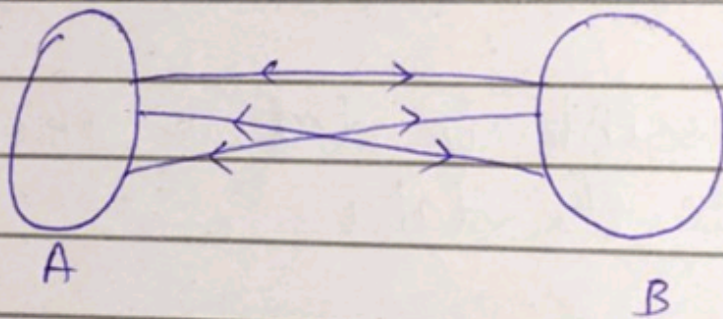* (present on board in next class)

No. ___

BOTS :-

Scrapping Bot is used to scrap data in unspecific quantity.

- It stores database and organize data. It is a software application. It automates anything you want. It is an automated model or machine that we have train manually.

→ MARKETING STRATEGY :-

→ Cartesian Product :-

A   B

→ Gap Analysis :-

→ Branding :-
- To establish viewer ship.
- To use famous celebrities to sell product to form a brand.

* Technology :-

* Industry :-

* Revenue :-
  currency Return of the service to the end user

* Generation :-

$$\boxed{Revenue - Expenses = \pm \; (Profit) / (loss)}$$

• Physical product - goods category.

Profit :-

Expenses :-
• fix :- fix investment - bs ek baar krna psta hai
• variable :- continuous investment - baar baar krna psta hai
  E.g. worker salary

Big Data :-
Data that is difficult to tame /
manage.

Book :-
By Kotler

Scope of Marketing:-

Marketing is identifying human and social needs.