

Q Sir what to include in PPT?

Q Group of 15 students? Date: DD MM YY

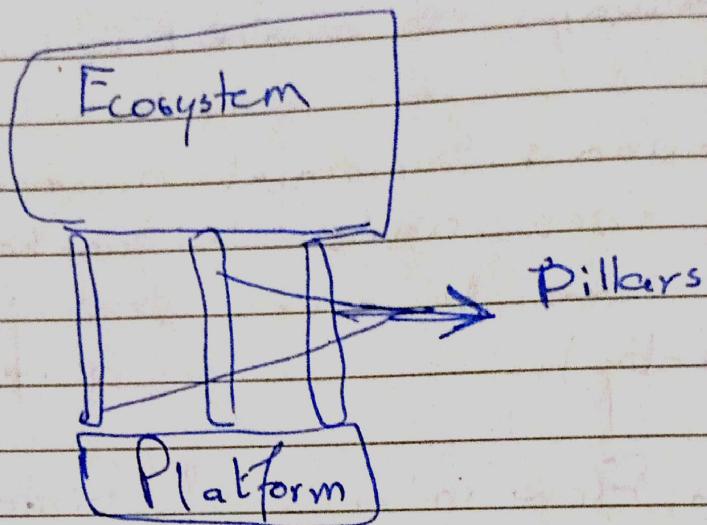
BISMILLAH

18 Mar'22

Friday

## Market Place Channel Structures

B2B



B2B

- Jodia Bazar →  
(wholesaler) to Retailers  
(business)

Q \*

Difference between an e-commerce  
q a platform ?

→ platform provides exclusive services  
to individual businesses.

→ Marketplace is an platform

⇒ The success of emarketplace today lies in the adoption of internet as a tool for all businesses, to grow & respond & reach customers more effectively.

⇒ A marketplace can be for both B2B, B2C or for both types of business interactions.

⇒ Mondus Horizontal Branding & office supplies model  
⇒ Mondus Request-For-Proposal approach.

⇒ Mondus implement strict parameters to vendors including ; their return & exchange policies, area of operation, their company's size.

⇒ Mondus Global customer care policy & 24/7 support promotes trust building among both buyers & vendors.

⇒ Mondus used selective marketing channels attracting early adapters using ter computers.

⇒ Mondus also used affiliate marketing scheme.

⇒ Mondus generated value by providing Dun & Bradstreet logo on buyer & vendor to tell ; he is financially stable.

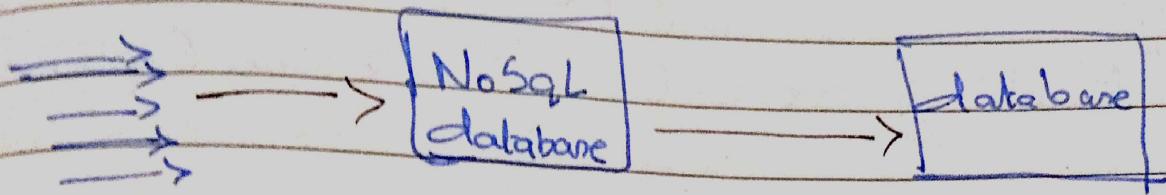
- ⇒ Mondus applied used Multi Catalogue for small transaction volumes & Reverse Auction for large volume orders.
- ⇒ Seller Centric Models for categories of few suppliers.
- ⇒ Mondus kept Convenient & easy online procedures.
- ⇒ Confidentiality & safety was insured.
  - auto logouts
  - encrypted credentials.
- ⇒ Mondus (brand) advantage to <sup>small</sup> sellers.
- ⇒ Dropping out a problem a Problem for mondus.
- ⇒ Mondus implemented calling buyers to know their experience & motivate them to lock a quote before it expires.
- ⇒ Also intro a feedback form to know reason a buyer rejected a quote.

15. Bigdata ? Date: 220322

→ Volume  
(amount)

→ Velocity  
: discontinued stream

→ Variety (diff. type  
of data)



Bigdata

temp  
Storage raw  
data

generating infor  
mation

⇒ Click & Mortar Vs Bricks & Mortar  
(online + physical)      stores      (physical)

⇒ Omni channel & Multichannel  
refers  
(B2C 2nd article)

⇒ Harr ROI ke apni KPI hoge.

⇒ LMSN models : Simple, Hyperlocal  
Overllop,

⇒ Overlap : multiple ref graph

⇒ Trend hit rate to generate trend report

Analysis

⇒ Customers' cart / basket average order  
value

Date: DD MM YYYY

## ⇒ Zilingo B2C

- A logo to judge quality of products
- Optimization problems of Supplyline / warehouses / goods / riders

## B2B

"Building next-Gen B2B sales Capabilities"

- Omni-channel, means multichannel
- Value Generation ~~with~~ in Consumer & Supplier engagement.

## B2B Marketing

- Value Proposition and its types

- All Benefits, Resonating

Improving link b/w value and price.

1 → Creating Customer Value

2 → Increasing Customer perception of given value

3 → Decreasing Cost price

4 → Doing some or all the simultaneously

→ Platform <sup>have</sup> provides interaction with both Supplier & buyer.

\* Differences b/w B2B & B2C

### B2C

### B2B

- Single decision maker : Multiple decision maker

Note:

- Supplier is not always a manufacturer, can be a middleman.
- The buyer only wants consistent supply

## Class: 2

Date: DD MM YY

Role of ML in advancement of B2B Firm.

- leads to:
  - Data-Driven approach to Decision Making
  - Sales & Marketing
  - Recommendation System.

### 4 types of B2B Benefits

- 1) Economic - Tangible benefits
- 2) NonEco - Tangible benefits
- 3) Eco - In Tangible
- 4) NonEco - In Tangible → (forming a brand identity)

=>

Read "Social media" in Digital Marketing

- Small manufacturers suffer due to large & strong manufacturers
- So they now used social media & digital platforms to reach & create audiences among retailers / buyers / individual customers.

- They also implement direct ordering of their goods. DToC : Direct To Consumer.

Search

→ Google Adwords

Class: 2

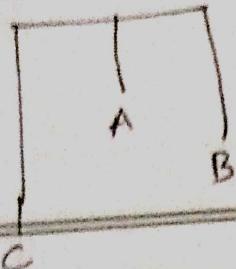
## "Recommender System"

Representative features / attribute / variable /

: Feature is a word in a document.

word  $\Rightarrow$  feature / vector / variable / attribute

**Tip Top Classic**



## Vector Space Model

Date: D D M M

A	B	C
100 features	100 Features	100 features
$A \cap B$	$A \cap C$	$B \cap C$
70	30	20

TF - IDF  $\Rightarrow$  Inverse Demand Freq

Term Freq

	Feature 1	F:2	F:3	F:3
Doc 1				
Doc 2				
Doc 3				
Doc 4				

2 words in

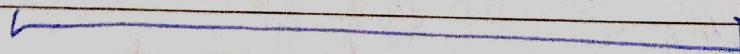
100 words

Doc

7 words in

1000 words

Doc



Normalization

to make ground comparable  
(uniform scale)

Mining steps:

Date: D D M M Y Y

1)

2) Reach Root words //

→ each word rep by a vector

length =

angle =

$TDF$ :

=> selecting words with min freq.

Clustering: groupings on the basis of some measure

and making a similarity matrix

Spending in  
cafeteria

A

B

C

→ No of models

See lectures of stanford  
for next actions

→ Query Vs Categorical Searching.

# Google Analytics Variables Date: [D | D | M | A]

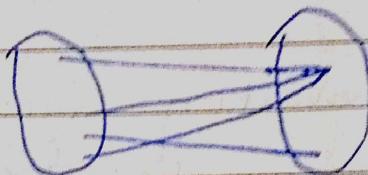
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"Recommender System"

→ Similarity      features vs wants per



→ Matching

→ Recommendation

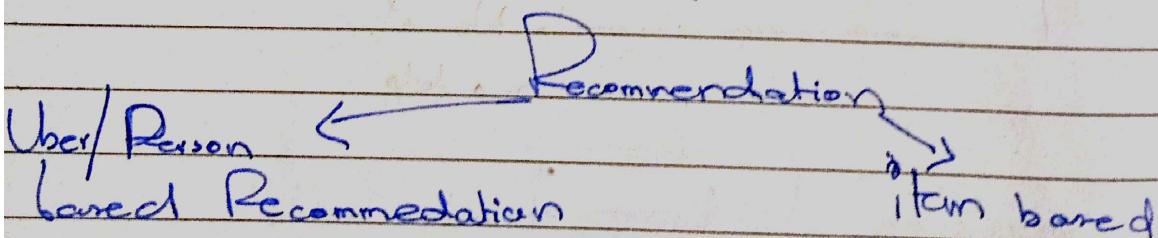


⇒ Analysis is bound to define the boundary of system, what to do & what not to do.

⇒ Recommendation is to persuasion  
vs

⇒ Search

⇒ Similarity, matching, Recommendation, Search,  
all have diff concept behind.



→ recommendation

based on previous  
selections of a  
Person

Recommendation

→ recommendation  
based on the category  
of selection.

Date:            

⇒ Search engine has evolved as a recommendation engine.

→ web links → search results whereas images, ads & QA are knowledge (recommendation).