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| CE-3 | **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **.**  **..**  **.**  **.**  **.**  **.** | **Database Marketing** |

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| CHAPTER LEARNING OBJECTIVE QUESTIONS |  |

1. What Is a Database Marketing Opportunity?
2. How Does RFM Analysis Classify Customers?

CE3-3. How Does Market-Basket Analysis Identify Cross-Selling Opportunities?

CE3-4. How Do Decision Trees Identify Market Segments?

Learning Catalytics™ is a student response tool that helps you generate class discussion, customize your lecture, and promote peer-to-peer learning based on real-time analytics. Learning Catalytics uses students’ smartphones, tablets, or laptops to engage them in more interactive tasks.

For an example illustrating the concepts found in this chapter, view the videos in [mymislab.com](http://mymislab.com/).