# Module 3.4: Latest trends in Customer Analytics

**Module Objectives:**

* **To understand the evolving trends in the customer analytics area**
* **To know the practical issues in the industry in this area**

**Pre-Class Readings**

1. McKinsey article “Why digital strategies fail”
2. Harvard Business review “The dark side of customer analytics”
3. Harvard Business review “Marketers need to stop focusing on loyalty and start thinking about relevance”
4. Harvard Business review “To keep your customers, keep it simple”
5. SAS “Creating meaningful real-time customer interactions”
6. White House report: “Big Data and differential pricing”
7. Harvard Business Review: “Pricing policy for new products”
8. Facebook and Cambridge Analytica: a customer analytics’ perspective.

Summarize what happened and analyse from customer segmentation and profiling perspective

1. McKinsey article: The coming era of on demand marketing
2. McKinsey article: The role of customer care in a customer experience transformation
3. McKinsey article : From touchpoints to journeys & digitising the consumer decision journey
4. Predicting Customer Wallet Size without survey data (technical)

Other articles related to CRM may be suggested by the student groups to the lecturer.

**Present in class (in groups)**

Each group is to select one of the topic listed above and prepare a presentation of no more than 5-10 mins (as a gauge no of slides should be 3-6 slides). The slides should cover the content:

* Summary key points of the article
* Your thoughts/ critique on the article
* Draw its implications on practical applications and your own practical observations/ experiences

The slides are to be submitted to the IVLE after the presentation along with a short summary report of up to 2 pages. The presentation and report constitutes 10% of the CA marks. *Please upload to* [*IVLE folder*](https://ivle.nus.edu.sg/v1/File/Staff/default.aspx?CourseID=96a7ac8d-216b-4eaa-b8cf-755d7dcf1ffc&workbinid=3eacd5d0-5a3e-4599-b0c3-0e2cf55e716e&FolderID=374f3394-7639-44cd-b69c-a65f90995306) *by 26 May the presentation slides and report in a zip file named GroupXX\_Day3.zip*