**Data Analytics for Marketing: analysing customer interactions for data-driven decisions**

**Introduction**

Marketing and data had always worked together, but it was the expansion of internet and technology that brought the two areas closer than ever. With the exponential amplification of digital day-to-day activities – that before would be performed just in an offline environment – the volume of data required to manage them was also increased, not just reshaping the way that companies work, but additionally multiplying the sources from where they can obtain meaningful insights to improve their operations.

In regarding to Marketing, for example, if before the strategies to attract and retain customers were grounded mostly by surveys and activities reports, with the popularisation of analytics methodologies the game has changed significantly: businesses have now a whole supply of tools to measure their performance, identify customer’s needs and shape their projects properly.

Given that data analytics consists in extracting valuable information from data for a more accurate decision-making process, in marketing that can be translated into diving into customers’ preferences, behaviour and market trends to stablish the most effective plan in order to keep the business growing.

This project outlines a study of customer responses to marketing initiatives, observing features like click rates, time spent in the page and campaign channels to predict conversion rates, optimise strategies and identify the most suitable approach for different groups. To manipulate the dataset, the methods applied were decision trees and xxx, what provide valuable information for both categorical and numerical values.