**Data Analytics for Marketing: developing strategies 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. 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 had now a whole supply of tools to measure their performance, identify customer’s needs and shape their projects properly.