**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 the 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 regards 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 now have a whole supply of tools to measure their performance, identify customer’s needs and shape their projects properly.

**Problem definition**

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 establish the most effective plan in order to keep the business growing.

**Objectives**

This project outlines a study of customer responses to marketing initiatives with the aim of obtaining valuable insights to boost the company’s performance. In line with this proposal, were defined the consecutive objectives:

* Delivery of an overview of the marketing scenario and why it is connected to the data analytics mechanisms;
* Analysis of features like click rates, time spent in the page and campaign channels to predict conversion rates;
* Manipulation of the dataset with methods such as decision trees and xxx, which provide valuable information for both categorical and numerical values;
* Explanation, through theoretic validation, of the choice of methodology adopted in the study;
* Elaboration of marketing strategies for different groups in order to accomplish the business targets.

**Literature review**

In your research connecting marketing with analytics tools, Kozlovskyi et al. (2018) ratifies that the process of development of marketing strategies involves steps like identifying the targets of the business and their importance, defining priorities for the tasks and their order of execution, description of the methodology in the context of the employment and elaboration of solutions in line with the model.

**References**

Kozlovskyi, S., Shaulska, L., Butyrskyi, A., Burkina, N. and Popovskyi, Y. (2018). The marketing strategy for making optimal managerial decisions by means of smart analytics. *Innovative Marketing*, 14(4), pp.1–18. doi:https://doi.org/10.21511/im.14(4).2018.01.