**BDA 523 MARKETING ANALYTICS**

**Syllabus**

**Office Hours** By appointment

**Contact** Email: [ozluko@mef.edu.tr](mailto:ozluko@mef.edu.tr)

**Reference Materials**

* **W1:** <https://www.dropbox.com/s/5u2vrkztbvqgkoh/customer-analytics-with-r.pdf>
* **W2:** <http://r-marketing.r-forge.r-project.org/Instructor/slides-index.html>

**Course Description**

The course objectives are to:

* Provide students with an understanding of the analytical techniques that enhances marketing decision-making in today’s businesses.
* Improve the student skillset in examining business processes and relationships analytically.
* Introduce students to various examples demonstrating the value of the analytic approach to marketing process.
* Provide students with the software tools that will enable them to apply the models and methods taught in the course to real problems.

Class sessions will be devoted to probing, extending and applying the material in the readings and the cases. We will use the “Tell-Show-Do” sequence to give students hands-on experience in using the course materials for making marketing decisions. It is the student’s responsibility to be prepared for each session as detailed in the course outline.

**Course Format**

You will prepare for the class by examining the assignments formatted as readings and video tutorials; these are listed at the end of this syllabus. You are responsible for going over these class materials on your own, prior to our class meetings.

During class meetings, there will be very little lecturing (no more than 45 minutes). Instead, you will tackle different assignments individually or in groups under my supervision using R.

*HW Assignments:* Before every class, you will be required to complete an elementary HW assignment that will ensure that you have gone over the material. The HW assignment will be due 11 PM every Tuesday. Your answers to these assignments will help structure that week's classroom discussion.

*Quizzes:* At the beginning of each class session, there will be a quiz to check on your progress with the course material.

*Project:* There will be one group project. Students are responsible for forming and managing their groups (of 2-3 students). Students are expected to manage their groups so that everyone performs a fair share of the work, and that all perspectives are heard and considered.

*Correspondence:* If you want to get response to your e-mails, always include your name, your course name and make sure that your message is written in English. Observe grammatical rules while composing your e-mails.

**Grading**

Final course grades will be based on:

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| Homework | 40% |
| Data Camp | 20% |
| Quizzes | 20% |
| Project | 20% |

No late assignments will be accepted.

No make-up will be administered for the exams.

**TENTATIVE SCHEDULE**

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| WEEK 1 | April 1 |
| Due: | <https://www.dropbox.com/s/2hz8mh7c9q0b52l/Unit%201%20-%20Pricing%20Basics.pdf> |
| Topics: | Basics of Pricing |

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| WEEK 2 | April 8 |
| Due: | DC: <https://www.datacamp.com/courses/cluster-analysis-in-r>  W1: Customer Segmentation  W2: Chapter 11 |
| Topics: | Customer Segmentation: Clustering |

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| WEEK 3 | April 15 |
| Due: | <https://www.datacamp.com/courses/supervised-learning-in-r-classification> (Ch 4)  V: <http://bit.ly/D-Tree> **(Watch the first 4 videos here)**  <http://www.r2d3.us/visual-intro-to-machine-learning-part-1/>  <https://goo.gl/soaUnW> |
| Topics: | Customer Segmentation: Classification |

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| WEEK 4 | April 22 |
| Due: | <https://www.datacamp.com/courses/supervised-learning-in-r-classification> (Ch 3)  <https://www.datacamp.com/courses/marketing-analytics-in-r-statistical-modeling> (Ch 2)  https://www.dropbox.com/s/b3hn1st29a957bj/W7%20-%20spss10.pdf **(First 5 pages)**  W1: Churn Analysis  OPTIONAL <https://goo.gl/468S9u> **(Watch the first 4 videos here)**  OPTIONAL <https://stats.idre.ucla.edu/r/dae/logit-regression/> |
| Topics: | Predicting Customer Response: Logistic Regression |

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| WEEK 5 | April 29 |
| Due: | W1: RFM Analysis **(Read first)**  V: <https://www.youtube.com/watch?v=OYohJxp2l9k>  <http://www.dbmarketing.com/articles/Art123.htm>  <http://www.optimove.com/learning-center/rfm-segmentation> |
| Topics: | Predicting Customer Response: RFM Analysis |

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| WEEK 6 | May 6 |
| Due: | W1: Association Analysis **(Read first)**  W2: Chapter 12 **(Work on the R codes)**  Optional:V: <https://www.youtube.com/watch?v=p_rO0iibN8o> |
| Topics: | Developing Customers: Basket Analysis |

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| WEEK 7 | May 13 |
| Due: | [www.dropbox.com/s/mwkbbyoiwige20l/CLV.pdf](http://www.dropbox.com/s/mwkbbyoiwige20l/CLV.pdf) **(Read first)**  <https://www.datacamp.com/courses/marketing-analytics-in-r-statistical-modeling> (Ch 1)  <https://rpubs.com/hoakevinquach/Customer-Lifetime-Value-CLV>  <https://www.youtube.com/watch?v=cvt6ELswxHc> |
| Topics: | Retaining Customers: Customer Lifetime Value |

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|  | May 22 |
| Topics: | **PROJECT DUE** |