

Ans.) Three customers insights methods!

① Good data quality: Data quality is vital to the collection of ~~customer~~ customer insights. Without high-quality data, your conclusions or result might suffer.

② A dedicated analytics team:

The role of your data analytics team is essential in order to understand how your customers think and behave.

③ Customer research: It's important to understand and acknowledge consumer behaviours and consumer insights should help you engage with customers emotionally. In order to that, it's essential not to ignore the results of your consumer research, whether you agree with them or not.