**Digital Marketing and Interactive Data Visualization -B2B**

Aim: To improve and predict digital marketing by analysing customer behaviour , sales, Products, profits by means of probability and stat by using any of the following deed:-

Use case Prototype:

• Data summaries and descriptive statistics, central tendency, variance, covariance, correlation

• Basic probability: basic idea, expectation, probability calculus, Bayes’ theorem, conditional probability

• Probability distribution functions: uniform, normal, binomial, chi-square, Student's t-distribution, central limit theorem

• Sampling, measurement, error, random number generation

• Hypothesis testing, A/B testing, confidence intervals, p-values

Expected Outcome:

Data Visualization for

1. Marketing Tactics(interest, desire, action, post action)

2. Empathy Map and Customer Persona

(Compare existing and new customers purchasing capacity)

3. Per hour Sales analysis by box plot

4. Suggestions for coupons and free gifts

5. Predict Products demand by chart

6. Prime time sales analysis