

**SNS B-SPINE**  
(An Experiential Business (MBA) Program)  
**SNS COLLEGE OF TECHNOLOGY, Coimbatore.**

**23BBE727 – CONSUMER ANALYTICS**  
**Unit 1- Consumer Data: Types and Sources**

**Handled by :** Subhiksha K

**Designation :** Associate Project Manager

# Introduction

- - Consumer data is the foundation of analytics.
- - It provides insights into customer behavior, preferences, and motivations.
- - Two key aspects: Types of Data & Sources of Data.



# Types of Consumer Data (Overview)

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- - Demographic Data
  - - Behavioral Data
  - - Psychographic Data
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# Types of Consumer Data (Details)

- - Demographic: Age, gender, income, education, occupation.
- - Behavioral: Purchase history, product usage, online activity.
- - Psychographic: Lifestyle, interests, values, attitudes.



# Sources of Consumer Data (Overview)

- - Surveys
- - Transactions
- - Social Media



# Sources of Consumer Data (Details)

- - Surveys: Direct responses from consumers about preferences and satisfaction.
- - Transactions: Data from purchases, payments, and order histories.
- - Social Media: Insights from likes, shares, comments, and online interactions.

