

SNS B-SPINE

(An Experiential Business (MBA) Program)

SNS COLLEGE OF TECHNOLOGY, Coimbatore.

23BBE727 – CONSUMER ANALYTICS

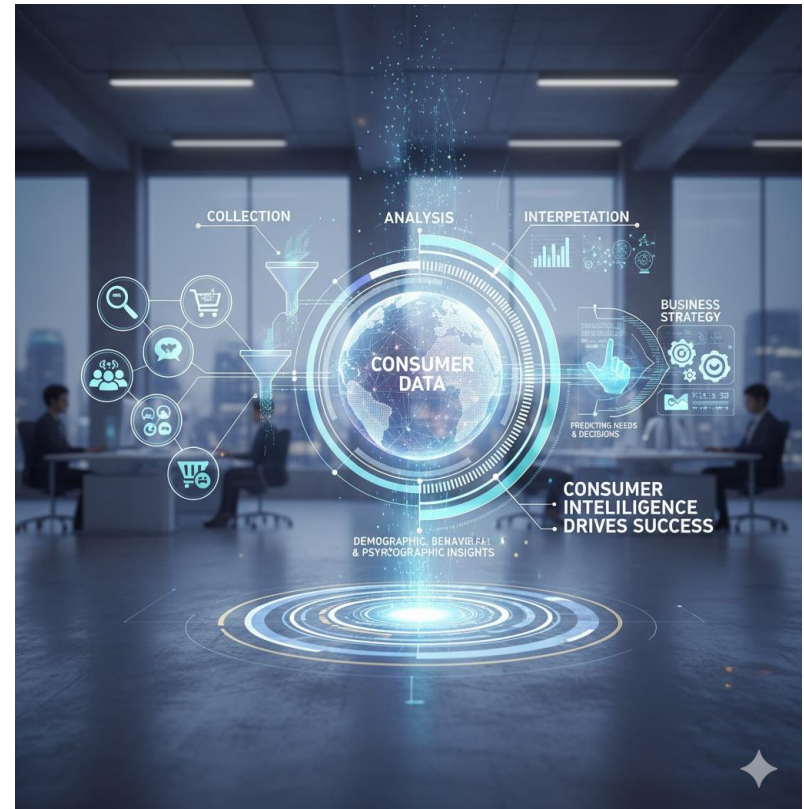
UNIT 1- Introduction to Consumer Analytics

Handled by : Subhiksha K

Designation : Associate Project Manager

Definition

- - Process of collecting, analyzing, and interpreting consumer data
- - Uses demographic, behavioral, and psychographic insights
- - Helps businesses predict consumer needs & decisions



Scope

- - Market Segmentation – Grouping customers by traits
- - Customer Journey Mapping – Tracking interactions
- - Predictive Modeling – Anticipating future behavior
- - Personalization – Tailored products/services
- - CLV & Churn Analysis – Long-term profitability & retention



Importance

- - Improves customer satisfaction & loyalty
- - Enables data-driven decisions
- - Optimizes marketing & resource use
- - Delivers competitive advantage
- - Boosts ROI through smarter strategies



Conclusion

- - Consumer analytics = bridge between data & strategy
- - Drives better understanding, prediction, and influence of consumer behavior
- - Essential for sustainable business growth

