

SNS B-SPINE

(An Experiential Business (MBA) Program)

SNS COLLEGE OF TECHNOLOGY, Coimbatore.

23BBE727 – CONSUMER ANALYTICS

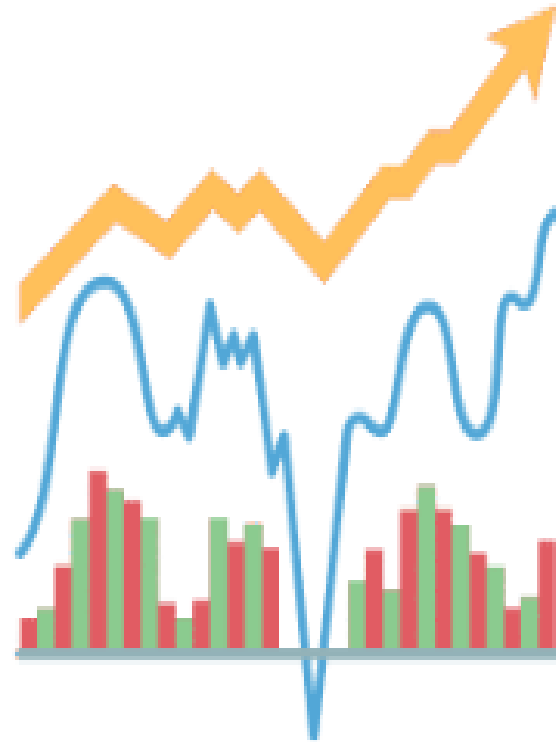
Role of Consumer Analytics in Marketing Decision-Making

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Designation :

Introduction

- - Consumer analytics = studying consumer data to understand behavior, preferences, and trends.
 - - Helps businesses make data-driven marketing decisions.
 - - Enhances effectiveness of campaigns, pricing, and product strategies.
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Key Roles of Consumer Analytics

- - Market Segmentation – Identify distinct customer groups.
 - - Customer Behavior Insights – Understand buying patterns and preferences.
 - - Predictive Analysis – Forecast demand, sales, and trends.
 - - Personalization – Tailor campaigns and offers for specific audiences.
 - - Customer Retention Strategies – Identify at-risk customers and reduce churn.
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Benefits in Marketing Decision-Making

- - Improves targeting and ROI of marketing campaigns.
 - - Helps in optimizing product, price, and promotion strategies.
 - - Supports real-time decision-making using dynamic data.
 - - Enhances customer satisfaction and loyalty through personalized experiences.
 - - Reduces marketing risks and costly mistakes by relying on data.
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Conclusion

- - Consumer analytics bridges data and marketing strategy.
 - - Empowers marketers to make informed, precise, and impactful decisions.
 - - Essential for achieving competitive advantage and business growth.
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