BUSINESS ANALYTICS FOR MARKETING STRATEGIES

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Abstract

The components of marketing for Business Analytics are defining the objective, data aggregation, data cleaning, analytical methodology, evaluation and validation, reporting, and validation but for marketing a product online and to see what the public or the crowd need, wants, demands. the type of product the public needs is very important for a marketer to understand and if the right kind and the proper data is provided to the marketer by the business analyst it will help the company to grow by making maxim profit by selling the right kind of product to the right consumer and that is online possible by the help of business analytics and the tools of business analytics.

Today in the 21st-century people want everything sitting there is no time for people to come and do research for the right kind of product. Social media helps to connect with social networking sites through which individuals can now stay far away and remain connected. Using social media right kind of product can be marketed to people by using business analytics and the development of marketing strategies is important for corporations to reach global consumers.

In this fast pace growing Technology world, there is a need for companies and organizations to match the technological aspects of growing industries by making quality products using the data-driven society. In this era, data-driven decisions are taken by companies to lead the industries in the world. Companies are now giving at most importance to the data taken by the consumers to improvise, create, design the product according to the consumer's demands and need to make maximum sales of the product and so will the company or organizations will make growth the only aspect the company will be called peoples company is when the desires and wants of the consumers are fulfilled and that is only possible when the right kind of data is taken from the market and the data is processed by the business analytical tools like data aggregation, data cleaning, evaluation of data and reporting and validating the right kind of the data and providing it to senior management to make the decision based on the data to improve or to provide the right quality of product to the consumer to fulfil the demand.

The data here can be any data from any data source. The tools and techniques may involve statistical data modelling, machine learning, NLP, and anything else. The business insight may involve visualization charts and forecasts that can be generated with the help of an application or website.

Keywords: Data mining, Data Aggregation, Data Cleaning, Data Manipulation, Marketing Analysis, Business Analytics, Data Engineering, Data Science, Data Virtualization, Data Science, Business Insights.

Introduction:

Marketing is reaching the right person at the right time and the marketer who recognizes their customers are the one who is the successful marketers. To understand your actual customer is not that easy data involves a very great impact to be at the right moment when the customer needs a product which you have Understanding how big data works allows marketers to predict purchases,

analyze customer behaviour, and better understand the people buying their product or service. With this information, the marketers can personalize their message, or the content notification or offers which they send to their customers can be modified with individual customer digital behaviour. For example, if a customer is continuously searching for a particular brand product and wants a product relevant to his search on shopping platforms like Amazon, Flipkart or any of the shopping sites what the marketing team will do is according to the digital behaviour of the particular person they might give notification with a good message to the customer displaying the offers on the product of the brand he was searching and all a good variety of product of the same brand this will give the customer a variety of options to choose the product and the customer I eventually buy a product because of the easy way and the kind of offers and notification he gets by the marketing team. When marketers link data to the human experience, they can create buyer personas to aid in the development of better, more

informed digital strategies and highly targeted marketing campaigns. A persona is a composite representation of an actual customer, created to understand customers' wants, needs, goals, and pain points. Content marketers often use buyer personas to create and deliver content to the appropriate audiences depending on factors such as age demographics, average income, and purchase motivators.

Research Methodology:
The Business analysis for marketing allows you to monitor and helps to get the required outcome of the company or the organization. Data is one of the important factors that help marketers to understand what the consumer has on his mind, the data may also contain keywords and other parameters like preferences, cost, category of product.

- Product Design: Keywords In the form of data can reveal exactly what your customers are looking for.
- Customer survey and reviews: This kind of data can give a clear idea to the company that what kind of product is required to fulfil the demands of customer or to improvise on the quality of the product by getting data of reviews of customers.
- Industry Trends: By monitoring the relative change in keyword frequencies you can identify and predict trends in customer behaviour.
- Customer Support: Understand where customers are struggling the most and how support resources should be deployed.

Objective of study:
a) To use data for decision making by using data analysis tools like R, Tableau, Hadoop, SQL for the database.
b) To satisfy customer demands and supply quality products.
c) To propose strategies to enhance the performance of the marketing team to reach the right content to the customers to fulfil their demands.

Literature Review:
Data is one of the major aspects through which giant companies like Amazon, Flipkart, Snapdeal and more such e – commerce companies use data driven solution techniques for marketing the products and services to customers and also which is why people prefer this website to mostly buy products online because the companies like these know what their customer needs, what kind of offers, products is the customer looking for and this is only done on basis of the data that they have with them of customer or every individual who is looking for a particular product so big giant companies like amazon and flipkart use this data and the marketing team and with help of data scientist and data engineers they market the right product to the right customers by the help of data that is collected by the company through the various department of companies like sales team, marketing team, data engineers team, financial team and all such teams give the collection of data of each and every customer that is used for marketing strategies and that is how the company makes the profit when the right kind of data mining is done the right marketing strategies are used on customers and eventually the customer buys the products when the right product is displayed or marketed to the right person .

Conclusion:
In coming years, organizations will require more business analytics and AI capabilities everywhere. The reason behind that is the surge in data science in the organization. Not all organizations can realize the actual potential of their data initiatives and the generated insights, and this is due to the lack of domain knowledge among the data scientists. A Business Analyst is a bridge between the business and IT professionals. A Business Analyst will have both the domain and the functional knowledge of the business. This will enable the Business Analyst to identify business use cases, guide data scientists to generate feasible data models, and help the organization to utilize the power of business insights. Business Analytics empowers users with the ability to immediately spot trends and the flexibility to react. Business Analytics is changing the way companies construct, visualize, and interact with their plans. It brings people and technology together, improving planning by providing the tool to trace to

the line from the past and into the future. On a strategic business level, a Business Analyst must expand their domain knowledge and needs to think more about the business needs for marketing. Business Analysis professionals would have to understand the business needs, utilize their domain experience, analysis expertise with communication and problem-solving skills to provide evidence-based analytical insights, recommendations, and solutions to business entities.

Business Analytics with Data Analytics and Business Intelligence altogether depends upon the data modelling. Major changes in the development of new technologies and platforms as a service have been seen in this area. Following are some of the widely used tools in Business Analytics with their description:

Tool's	Description
R Programming	It is used for statistics and data modelling.
Tableau Public	It connects any data source and creates data visualizations.
Python	It is a scripting language used to perform operations on data.
SAS	It is used for data manipulation and generate analytics.
Apache Spark	It is used for data pipelines and machine learning models development.
Microsoft Excel	It is a basic, popular, and widely used analytical tool almost in all industries.
SAP Analytics Cloud	It provides end-to end cloud solutions for data Analytics.
Google Analytics	It is a web analytics service that tracks and reports website traffic.
Amazon Kinesis Data Analytics	It is used to analyse streaming data and gain actionable insights of business and customer needs in real time.
Facebook Analytics	It lets marketers explore users' interactions with advanced goal paths and sales funnels.
Power BI	It is a business analytics service by Microsoft. It aims to provide interactive visualizations and business intelligence capabilities with an interface simple enough for end users to create their own reports and dashboards.

Future scope:

Data-Driven solutions like Machine Learning (ML), Artificial Intelligence (AI), and Natural Language Processing (NLP) are here to stay. They all together help a Business Analyst to come with a Marketing strategy. Every business wants to implement these solutions to gain better business insights, make the right decisions and improve the customer experience. On a strategic business level, a Business Analyst must expand their domain knowledge and needs to think more about the business needs. By understanding the business needs the marketing team can work on the business analyst domain knowledge and the right kind of strategy can be implemented by the marketing team to gain more profit for the company. Business Analytics for marketing after realizing the impact of insights upon business in the future. There were already a considerable number of whitepapers upon Business Analytics and Data Analytics based platforms. However, I felt that none of them addressed the question that let us research Business Analytics: How business data insights are processed? How will Business Analytics impact Enterprise resource planning? How can we solve real-life problems using Business Analytics? These are the questions that are of interest to all of us. But Data Analytics technology is too complex to understand. Yet the basic concepts of Data Analytics can be stated without these complexities. This is what I have attempted to do in this paper. The reader must judge whether we have succeeded. I am very grateful to my reviewers for their precious feedbacks. I am sure it is a better paper because they keep our nose to the grindstone.

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