

## MGMT CHAPTER 9 정리노트

Marketing analytics applies quantitative techniques that enable companies to identify hidden customer shopping patterns and produce actionable insights.

- The value of marketing analytics, however, is dependent on the data that companies possess.

### CRM AND MIS and AI

**CRM** is a company-wide business strategy designed to optimize profitability, revenue, and customer satisfaction by focusing on highly defined and precise customer groups.

**MIS** is a marketing information system designed to support marketing decision making.

- (1) Store data about customers, supply chain partners and internal, external company data

**AI** is the development of computer systems that can perform tasks that normally require a person such as visual perception, decision making and speech recognition.

### Data type

**Structure** Structured data consist of numeric fields. For example, ZIP Codes, sales figures, and numerical or categorical survey results are all structured data.

**Unstructured** data that are not organized in a predefined manner from social media posts, online communications, customer service call records, or emails with the company. This type of data consists of images, videos, audio files, and text—such as reviews or social media posts.

### Data Source and Collection

Data sources involve **primary data** and **secondary data**.

**Primary data** are collected for the first time to solve a specific problem or answer specific Questions. Result from surveys, interviews, and experiments are example of primary data. The research is conducted to achieve a specific purpose.

- (1) Primary data has a significant advantage in that this type of data can answer specific questions.  
(2) But it can also be costly and require a lot of time to collect.

**Secondary data** are data that have been previously collected for another reason. It might not be capable of answering a specific question but is usually available immediately and might provide an initial starting point to assist in further development of a research study. It is also much less expensive to gather than primary data.

There are many sources of secondary data, such as the following:

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## **Table of Contents Quantitative Analf Mgmt Text Only**

1. Understanding the eBook Quantitative Analf Mgmt Text Only
  - The Rise of Digital Reading Quantitative Analf Mgmt Text Only
  - Advantages of eBooks Over Traditional Books
2. Identifying Quantitative Analf Mgmt Text Only
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in an Quantitative Analf Mgmt Text Only
  - User-Friendly Interface
4. Exploring eBook Recommendations from Quantitative Analf Mgmt Text Only
  - Personalized Recommendations
  - Quantitative Analf Mgmt Text Only User Reviews and Ratings
  - Quantitative Analf Mgmt Text Only and Bestseller Lists
5. Accessing Quantitative Analf Mgmt Text Only Free and Paid eBooks

- Quantitative AnalF Mgmt Text Only Public Domain eBooks
  - Quantitative AnalF Mgmt Text Only eBook Subscription Services
  - Quantitative AnalF Mgmt Text Only Budget-Friendly Options
6. Navigating Quantitative AnalF Mgmt Text Only eBook Formats
- ePub, PDF, MOBI, and More
  - Quantitative AnalF Mgmt Text Only Compatibility with Devices
  - Quantitative AnalF Mgmt Text Only Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Quantitative AnalF Mgmt Text Only
  - Highlighting and Note-Taking Quantitative AnalF Mgmt Text Only
  - Interactive Elements Quantitative AnalF Mgmt Text Only
8. Staying Engaged with Quantitative AnalF Mgmt Text Only
- Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Quantitative AnalF Mgmt Text Only
9. Balancing eBooks and Physical Books Quantitative AnalF Mgmt Text Only
- Benefits of a Digital Library
  - Creating a Diverse Reading Collection Quantitative AnalF Mgmt Text Only
10. Overcoming Reading Challenges
- Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
11. Cultivating a Reading Routine Quantitative AnalF Mgmt Text Only
- Setting Reading Goals Quantitative AnalF Mgmt Text Only
  - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Quantitative AnalF Mgmt Text Only
- Fact-Checking eBook Content of Quantitative AnalF Mgmt Text Only
  - Distinguishing Credible Sources
13. Promoting Lifelong Learning
- Utilizing eBooks for Skill Development

- Exploring Educational eBooks

#### 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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