Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics

Part of the Advances in Business Information Systems and Analytics Book Series

Anil Kumar (BML Munjal University, India), Manoj Kumar Dash (ABV-Indian Institute of Information Technology and Management, India), Shrawan Kumar Trivedi (BML Munjal University, India) and Tapan Kumar Panda (BML Munjal University, India)

Description:

The success of any organization is largely dependent on positive feedback and repeat business from patrons. By utilizing acquired marketing data, business professionals can more accurately assess practices, services, and products that their customers find appealing.

The **Handbook of Research on Intelligent Techniques and Modeling Applications in Marketing Analytics** features innovative research and implementation practices of analytics in marketing research. Highlights various techniques in acquiring and deciphering marketing data.

Readers:

This publication is a pivotal reference for professionals, managers, market researchers, and practitioners interested in the observation and utilization of data on marketing trends to promote positive business practices.

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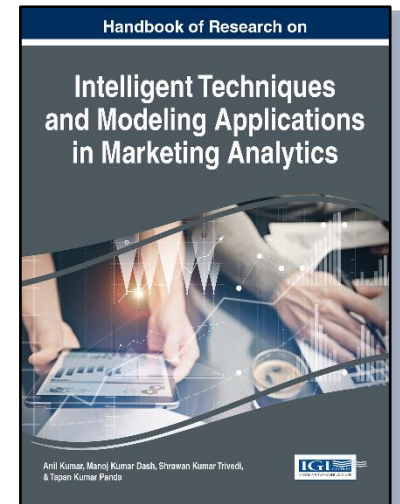
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