



**PARVATHANENI BRAHMAYYA
SIDDHARTHA COLLEGE OF ARTS & SCIENCE**
Autonomous
Siddhartha Nagar, Vijayawada–520010
Re-accredited at 'A+' by the NAAC

22ANL205: Marketing Analytics

Course Code	22ANL 205	Course Delivery Method	Classroom / Blended Mode
Credits	4	CIA Marks	30
No. of Lecture Hours / Week	3 + 2	Semester End Exam Marks	70(35+35)
Total Number of Lecture Hours	75	Total Marks	100
Year of Introduction: 2023-24	Year of offering:2024	Year of Revision: NIL	Percentage of Revision: NIL
Course Focus	Employability	Entrepreneurship	Skill Development.

Course Outcomes:

By the end of the course, students will be able to

- CO-1 Understand the importance of analytics in making informed marketing decisions.
- CO-2 Articulate the role of data-driven insights in shaping marketing strategies.
- CO-3 Analyze statistical analysis that firms use in market research to understand, how Customers value different components or features of their products or services.
- CO-4 Develop sales and marketing teams to develop more effective product placement, pricing, cross-sell, and up-sell tactics and helps decision-makers.
- CO-5 Design, generate and provide suggestions for items or content for a specific user through recommendation systems and retail analytics

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (H-High, M-Medium, L-Low)								
23ANL205		PO1	PO2	PO3	PO4	PO5	PO6	PO7
	CO1	3						2
	CO2		3					2
	CO3			2				3
	CO4	3	2					
	CO5		3					2

Course Content

UNIT I: Marketing Analytics:

Introduction: Need of Marketing Analytics, Overview of marketing analytics, Want & Demand, Significance of Marketing Analytics, What Consumers Want, How to Know what Consumers Want, Methods to Find out the information. **(15Hours)**

UNIT II: Digital Marketing Data collection in Marketing:

Digital marketing introduction , Role of digital marketing , digital marketing tools, Introduction to Marketing Analytics Importance of data, Driven Decision-Making in Marketing, Types of Data and Sources Introduction to Analytics Tools, Google analytics , Spreadsheet and Forms. **(15Hours)**

UNIT III: Conjoint Analysis:

Introduction to Conjoint Analysis, Types of Preference Data, Choice based, Conjoint Analysis, Conjoint Attributes, Pricing Decisions using conjoint Analysis, Confusion Matrix. **(15Hours)**

UNIT IV: Market Basket Analysis: Introduction of Market Basket Analysis, Uses of Market Basket Analysis, Association Rules, Apriori Algorithm, Frequent item set, Support, Confidence. **(15Hours)**

UNIT V: Recommendation Engine & Retail Analytics

Introduction: Significance of Recommendation Engine, Collaborative Filtering Method, Problems with Collaborative Filtering, Content Based Recommendation. **(15Hours)**

Reference Books

1. Chris Chapman and Elea McDonnell Feit R for Marketing Research and Analytic by Wayne L. Winston (Author)
2. Marketing Analytics: Data-Driven Techniques with Microsoft Excel 1st Edition By Pearson by Thomas W. Miller Paperback
3. Stephan Sorger Marketing Analytics Amazon Digital Services,
4. Dave Jacobs“Marketing Analytics: Optimize Your Business with Data Science in R, Python, and SQL” Dave Jacobs

Practical Lab Component

1	Installation of R & R Studio, Vector, Matrix, Data Manipulation
2	Conjoint Analysis
3	Customer Segmentation
4	Recommendation Engine
5	Retail Analytics
6	RFM Analysis
7	Market Basket Analysis
8	Churn Analysis
9	Market Basket Analysis