



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

<b>Course Code</b>				<b>23ANMAP233</b>			
<b>Title of the Course</b>				<b>MARKETING ANALYTICS LAB</b>			
<b>Offered to:</b>				<b>BBA Business Analytics</b>			
<b>L</b>	<b>0</b>	<b>T</b>	<b>0</b>	<b>P</b>	<b>2</b>	<b>C</b>	<b>1</b>
<b>Year of Introduction:</b>		<b>2024-25</b>		<b>Semester:</b>		<b>3</b>	
<b>Course Category:</b>		<b>Major</b>		<b>Course Relates to:</b>		<b>Global</b>	
<b>Year of Revision:</b>				<b>Percentage:</b>		<b>Not applicable</b>	
<b>Type of the Course:</b>				<b>Employability</b>			
<b>Crosscutting Issues of the Course:</b>				<b>Environment &amp; Sustainability</b>			
<b>Pre-requisites, if any</b>				<b>Marketing Concepts, Spreadsheets, R Programming</b>			

**Course Description:**

This helps to develop the skills to measure, analyze, and interpret marketing data to inform business decisions. These typically cover topics such as data analysis, statistical modeling, and data mining. Students can learn how to use tools like Google Analytics, Excel, and R to track website traffic, customer behavior, and campaign performance. By the end of the course, Students be able to identify trends, track ROI, and make data-driven marketing strategies. With this expertise, students will be equipped to drive business growth and optimize marketing efforts.

<b>S.NO</b>	<b>COURSE OBJECTIVES</b>
<b>1</b>	To provide the knowledge and the importance of marketing analysis.
<b>2</b>	To understand qualitative and quantitative market data.
<b>3</b>	To get the knowledge of consumers' demographic and behavior.
<b>4</b>	To perform data analysis for making better marketing decisions & Marketing Strategies.
<b>5</b>	To Understand the marketing modelling.

## Course Outcomes

At the end of the course, the student will be able to...

CO NO	COURSE OUTCOMES	BTL	PO	PSO
CO1	Understand the basic concepts of Marketing Analytics concepts.	K1	2	1
CO2	Understand the marketing metrics and KPIs.	K2	2	1
CO3	Understand the Consumers Wants & Needs.	K4	2	1
CO4	Perform Conjoint Analysis, Market Basket Analysis & make Pricing Decisions.	K4	2	1
CO5	Perform Retail Analytics.	K5	2	1

CO-PO MATRIX									
CO NO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2
CO1		2						2	
CO2		2						2	
CO3		2						2	
CO4		3						3	
CO5		3						3	

S. No	List of Experiments
1	Installation of R & R Studio
2	Vector, Matrix, Data Manipulation
3	Conjoint Analysis
4	Customer Segmentation
5	Recommendation Engine
6	Retail Analytics
7	RFM Analysis
8	Market Basket Analysis

### Lab Manual:

1. Applied Marketing Analytics Using R, Authors - Gokhan Yildirim & Raoul Kubler, SAGE Publications, 2023

### References:

1. R for Marketing Research & Analytics, Authors - John Walkenbach & Elea McDonnell Feit, Publisher - Springer Nature, 2015.

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