

STUDY ON IMPACT OF PREDICTIVE ANALYTICS FOR MARKETER'S ENGAGING PERFORMANCE AFTER THE PANDEMIC

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work **DAISY BOSCO. T 40410038** who carried out the project entitled “**Study on Impact of Predictive Analytics for Marketer’s Engaging Performance After the Pandemic**” under my supervision from January 2022 to March 2022.

Dr. John Paul M, Associate Professor

Internal guide

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Submitted for Viva voce Examination held on_____

Internal Examiner

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DECLARATION

I **DAISY BOSCO. T (40410038)** hereby declare that the Project Report entitled “**Study on Impact of Predictive Analytics for Marketer’s Engaging Performance After the Pandemic**” done by me under the guidance of **Dr. John Paul M, Associate Professor** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

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DAISY BOSCO. T

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ABSTRACT

This study focuses on the public's view of predictive analytics and marketing interaction with it. Predictive analytics is a sort of digital marketing data analysis that uses the appropriate technology. Rather than merely knowing what has happened, the objective is to make the best prediction of what will happen in the future. It is a statistical strategy that combines data mining, predictive modelling, and machine learning to estimate the likelihood of a future occurrence based on current and previous data. Customer and audience segmentation allow you to segment your audience based on their behavior, demographics, firmographics, interests, or any other element in predictive analytics. Companies are presently dealing with a flood of data originating from transactional databases, equipment log files and media files, sensors, and other data sources. A business expert can construct a cross-selling model based on current customer data that forecasts what additional things they are likely to buy from the same company in the future. Digital marketing is the promotion of brands using the internet and other types of digital communication in order to interact with potential customers. The tools can investigate "expect to purchase" by assessing consumer behavior using historical and current data to identify persons whose data fits ideal consumers. To stay within or optimize your budget, work with vendors and publishers for online paid channels, and negotiate with stakeholders wherever feasible.

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CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION

This is a study on impact of predictive analytics for marketer's engaging performance after the pandemic. The study is based on the marketer's current engaging performance in predictive analytics. Predictive analytics is a type of digital marketing data that is examined with the appropriate digital marketing technologies. Predictive analytics employs machine learning or statistics to forecast future events ranging from sales trends to customer involvement patterns. Predictive analytics can be used in marketing across a variety of touchpoints, from brand awareness through post-purchase activity. The purpose is to provide the best judgement of what will happen in the future, rather than simply knowing what has happened.

Predictive analytics is a type of advanced analytics that makes predictions about future events using historical data, data analysis, data mining tools, and machine learning. Businesses employ predictive analytics to detect data trends and identify threats and opportunities. Predictive analytics is the practice of employing a combination of statistical methodologies such as data mining, predictive modelling, and machine learning to determine the likelihood of a future event based on current and previous data. Credit scoring is one of the first and most visible applications of predictive analytics in the corporate world. It encompasses a variety of statistical approaches such as data mining, predictive modelling, and machine learning, which examine current and historical data in order to make predictions about future or otherwise unknown events.

Predictive analytics is a term used in marketing to describe the use of current and/or historical data combined with statistical approaches to estimate the possibility of a future event. When a prospect meets a specific threshold in your lead scoring methodology, you may utilize the data to activate appropriate marketing and prioritize your sales outreach efforts, depending on your business model.

1.2 INDUSTRY PROFILE

Predictive analytics functions are used to forecast future trends and provide recommendations for how businesses should adjust their marketing plans and strategies in response to these trends. Data, statistical algorithms, and machine learning techniques are used in predictive analytics to determine the likelihood of future outcomes based on historical data. In predictive analytics, customer and audience segmentation lets you determine whether you should segment your audience based on their behavior, demographics, firmographics, interests, or any other criteria. We can utilize your client data to build identifications if you want to take your segmentation a step further. In practice, this means identifying and targeting prospects who are similar to your current customers in some way. In practice, the process boils down to ranking identified prospects depending on their likelihood of converting based on previous customer data. While we may believe that larger organizations take longer to complete a purchase than smaller businesses, this is not necessarily the case. In the report, predictive analytics will not make any decisions. It is your responsibility to analyse the data and turn it into valuable information. We can then direct our marketing and sales efforts toward those prospects in the hope of converting them before the deadline.

Predictive analytics is a sort of advanced data analytics that examines past data behavior and projects data-driven insights as future outcomes. Predictive analytics is widely employed in today's industries, including healthcare, life sciences, oil and gas, insurance, and so on, and it provides the most accurate predictions when business plans and applications are well-defined. Companies are currently coping with a deluge of data from transactional databases, equipment log files and media files, sensors, and other data sources. Data analysts use predictive analytics to analyse this data in order to gain insights and make predictions about future events.

Unified Marketing Measurement (UMM) is a marketing analytics strategy that combines attribution models' aggregate data and insights into a single holistic measurement. This model can be created based on the context of what needs to be predicted, utilizing the same data that was obtained for data mining. The fresh data is incorporated into models to forecast future outcomes once the model has been

developed. A business expert, for example, can use current customer data to create a cross-selling model that predicts what other goods they are likely to buy from the same company.

Data Mining (DM) is the process of predicting outcomes by looking for anomalies, patterns, and correlations in huge data sets. You may use this information to enhance sales, lower costs, strengthen customer connections, reduce risks, and more using a variety of approaches. Data mining aims to manage vast amounts of organized or unstructured data sets in order to uncover hidden patterns and relationships among variables presented. These associations can be utilized to understand the behavior of the event from which data is compiled once they've been recognized.

Machine Learning (ML) is a type of artificial intelligence (AI) that enables software applications to increase prediction accuracy without being specifically designed to do so. Machine learning algorithms use historical data as input to forecast new output values. Iterative methods and techniques in machine learning can be used to find patterns in large data sets and construct models. Recommendation engines, for example, are widely used for online purchasing recommendations since they create predictions based on previous purchases and browsing behavior of consumers.

The promotion of brands using the internet and other forms of digital communication in order to engage with potential customers is known as digital marketing. This encompasses not only email, social media, and web-based advertising, but also text and multimedia messaging as a marketing medium. Predictive analytics solutions could help segment marketing leads by displaying adverts on websites and social media platforms depending on customer behavior and interests. The tools can look into "expect to purchase" by analyzing consumer behavior based on prior and current data to find people whose data matches ideal customers. The use of the internet, mobile devices, social media, search engines, display advertising, and other platforms to reach consumers is known as digital marketing.

Marketers could also use predictive analytics for lead scoring by analyzing data to determine which prospects are potentially most valuable to the company, or to determine how likely prospective consumers are to buy products or services and plan how and with what information they should be contacted. Sales and promotion timing have become an art form, with predictive analytics applied to customer, inventory, and historical sales data providing appropriate circumstances/time for price reductions or increases.

A marketer is someone who works in the marketing department. A person whose major responsibility it is to handle a product's or company's marketing resources. It all starts with in-depth understanding of the sector. Many of the qualities of a successful performance marketing manager begin with proactive study and education about industry trends. Marketers' performance never stops learning since they gain from skill advancement. They are in charge of determining the long-term strategic direction of numerous marketing channels. Finally, before launching any form of campaign, they must be confident in leading and driving a strategy. Marketers must interact and collaborate across teams and levels of the company to lead, manage, and work closely with all internal and external teams in predictive analytics. The marketer should define objectives and then report to management or direct to keep them up to date on the campaign's progress. He or she should work with creative teams to create campaign designs and creative materials that are channel-appropriate. To stay within budget or optimize budget, coordinate with vendors and publishers for online paid channels, and negotiate with stakeholders where possible.

1.3 PROBLEM STATEMENT

We spend a lot of time discussing how predictive analytics may help us make better business decisions, but we must equally realize that there are a few things that can go wrong. I've found a few issues that I'd like to bring to your attention in the future, based on my research.

- Optimizing Promotion Opportunities as well as determining Customer Response in the Predictive Analytics.

- To deduct the efficient Fraud identity in the Digital World with available predictive analytics tools.

1.4 NEED FOR THE STUDY

The study's primary goal is to determine predictive analytics performance. This research identifies and analyzes a marketer's level of involvement in digital marketing. It also helps in understanding the methods used in B2B predictive analytics. The report also identifies the most important technologies because they allow marketers to respond on data in real time while presenting dynamic content automatically. In today's world, this is mostly focused on maximizing promotion opportunities as well as identifying and preventing fraud. To concentrate on the digital marketing models.

1.5 SCOPE AND SIGNIFICANCE OF STUDY

The importance of my project is to use Predictive Analytics to raise brand recognition for After Sales Service (ASS) in digital marketing. Data mining and machine learning are used in predictive analytics to incorporate the insights gained from multiple datasets, algorithms, and models to forecast future behavior. Predictive analytics uses digital marketing tools to forecast future events. In the digital environment, to make better media planning and purchase decisions. Predictive analytics will be used to detect and prevent fraud in the digital world.

1.4 OBJECTIVES OF THE STUDY

- To identify the Marketers performance in Predictive Analytics
- To know the Current Engaging tools of Predictive Analytics by Marketers
- To determine the digital marketing tools in B2B
- To optimize Brand awareness to After Sales Service
- To estimate the benefit of outcome of the digital marketing
- To spot the Frauds in digital marketing

1.7 LIMITATIONS OF THE STUDY

The sample data for my study needs the responds from the marketers and business people, since limited to an extent because it was little difficult to find the targeted people.

- People were not comfortable to disclose the tools and techniques that are used by them for their organization/project report.
- Predictive analytics is a sort of analytics in which improving the operational efficiency of one area of business might lead to unfair results.

CHAPTER – 2

REVIEW OF LITERATURE

Galit Shmueli and Otto R. Koppius, 2011 *Predictive analytics in information systems research*. This research paper emphasizes the importance of incorporating predictive analytics into information systems research and provides various real examples of how to do so. Despite their importance, predictive analytics are rarely discussed in empirical IS research. To demonstrate the fundamental differences between predictive analytics and explanatory statistical modelling, we demonstrate how they differ at each stage of the modelling process. These distinctions result in various end models, with a pure explanatory statistical model best suited to evaluating causal hypotheses and a pure predictive model best suited to predicting predictive power. To demonstrate these contrasts and show how predictive analytics may bring theoretical and practical value to IS research, we turn a well-known explanatory paper on TAM into a predictive context.

Piotr Tarka and Maciej Łobiński, 2014 *Decision Making in Reference to Model of Marketing Predictive Analytics – Theory and Practice*. Predictive analytics are the tools employed in this study, and they contain procedures specified by well-known rules coming from the domains of econometrics and statistics, which include components of forecasting, modelling, and simulation. In reality, they do their best to put them to use in order to better understand and adapt future interactions with consumers, plan better product and pricing levels, and choose appropriate distribution channels. Such businesses do not let such opportunities pass them by. As a result, we expect their interest in pursuing marketing-mix using predictive analytical models to increase rather than decrease.

Poornima. S and Pushpalatha. M, 2018 *A survey of predictive analytics using big data with data mining*. Predictive analytics for the business and medical industries are already employed in this survey document. Predictive analytics employs datamining techniques to make predictions about future events, which are subsequently used to generate recommendations. The technique entails a historical data analysis, followed by a prediction of future events based on that review. Affinity analysis, in addition to classification and prediction, is one of the analytical

approaches utilized in predictive analytics. Also mentioned were the techniques and algorithms, as well as the issues that arise when using big data. As a result, an unique technique or model for predicting could be developed using predictive analytics modelling methodologies suitable for big data.

Vaibhav Kumar and M. L. Garg, 2018 *Predictive Analytics: A Review of Trends and Techniques*. This study paves the way for the development of new predictive analytics algorithms. Predictive models have a long history of being used for prediction tasks. Previously, statistical models were employed as predictive models, and these models were based on sample data from a huge data collection. The introduction of intelligent computation techniques and algorithms has transformed the world of computation due to advances in artificial intelligence and machine learning. Machine learning models have a long history of success when utilized as prediction models. In the realm of predictive analytics, artificial neural networks ushered in a revolution. Any value's output or future can be anticipated based on the input parameters.

Suryadi Tanuwijaya, Andry Alamsyah and Maya Ariyanti, 2021 *Mobile Customer Behavior Predictive Analysis for Targeting Netflix Potential Customer*. In this survey, we'll talk about how predictive analysis based on mobile consumer behavior data may be used to help mobile operators' daily operations, such as marketing and sales targeting to potential customers. It is predicted that by using this strategy, campaign costs will be lowered and the proper product will be sent to the right client. Aside from Netflix, the same concept can be applied to any other VOD platform.

Kasereka Henrys, 2021 *Role of Predictive Analytics in Business*. This research is about Predictive analytics is a multidisciplinary study field. It's a group of technologies that work together to figure out what's hidden in data and forecast the future. Maintaining a competitive advantage has become a necessary corporate activity. The relevance of predictive analytics in business is critical for survival, as evidenced by the various scenarios presented. In fact, competitiveness is quite high, and each firm must be prepared and have appropriate predictive information on which to make its judgments.

Bharati M. Ramager, 2010 *Data Mining Techniques and Applications*. This paper examines a few data mining approaches, algorithms, and some of the corporations

that have successfully implemented data mining technologies to better their businesses. Data mining has a wide range of applications in practically any industry that generates data, which is why it is regarded as one of the most important frontiers in database and information systems, as well as one of the most promising multidisciplinary advances in Information Technology.

Aurangzeb Khan, Baharum Baharudin, Lam Hong Lee and Khairullah khan, 2010 *A Review of Machine Learning Algorithms for Text-Documents Classification.*

With a focus on text representation and machine learning techniques, the purpose of this study is to demonstrate the fundamental concepts and methodology used in text document categorization while also increasing awareness of some of the exciting challenges that remain to be solved. For a more accurate categorization procedure, develop and examine feature selection approaches. To reduce classifier training and testing time while enhancing classification precision, recall, and accuracy. The use of semantics and ontology to classify documents and retrieve information. As a result, further online data, integration, and schema matching study is necessary.

Teng Xiuyi, Gong Yuxia, 2018 *Research on Application of Machine Learning in Data Mining.* The definition, model, development stage, classification, and commercial application of machine learning are all discussed in this study, with a focus on machine learning's function in data mining. Understanding the various machine learning approaches aids in selecting the most appropriate strategy for a given application. As a result, this study outlines and analyses machine learning technology, as well as its benefits and drawbacks in data mining. Machine learning technology in data mining has been used in a variety of industries, including the financial, retail, insurance, and telecommunications industries. When using data mining technologies, businesses should be aware of the benefits and drawbacks of various technologies and processes, and choose the best technology for the environment and task at hand.

James Cannella, 2018 *Artificial Intelligence in Marketing.* The era of AI Marketing is soon approaching, according to this study, and it will have far-reaching ramifications. In an AI-powered workplace, an individual's awareness of their role in creating and sharing value is critical not only to their own success, but also to the

success of their firm. Despite the major difficulties that must be resolved before widespread use, artificial intelligence provides enormous benefits to marketers, consumers, and society at large by enabling marketers to generate and distribute value at scale to the right people at the right time in the right way. Fundamental changes to the way marketers communicate with clients, the techniques and tools they employ to achieve their goals, the types of abilities that are valued in the workplace, and the nature of their day-to-day responsibilities are all part of the AI Marketing Era.

Shangran Li, 2019 *Research on Data Mining Technology Based on Machine Learning Algorithm*. In this paper, a high-performance machine learning-based method for mobile terminal location in an outdoor network is proposed. It has higher accuracy and reduced processing complexity than standard approaches. Classification, regression analysis, association rules, and clustering are the most common data mining tasks. The practice shows that using a machine learning-based positioning method increases positioning accuracy and saves time complexity.

Dipti Theng and Mahesh Theng, 2020 *Machine Learning Algorithms for Predictive Analytics: A Review and New Perspectives*. Predictive analytics employing machine learning and their applications on real-world datasets were presented in this study. Various research efforts on predictive analytics utilizing machine learning approaches are discussed, with future scope for further extension listed. Three of the most common machine learning approaches in predictive analytics are applied, and a comparison of their performance indicators is offered. SVM beat the other learning algorithms in terms of accuracy and precision, according to the testing results. SVM-based predictive analytics can be applied to a variety of real-world issues, including classification and regression analysis. Many studies on kernel functions have been conducted in order to improve SVM performance.

Tim Ambler and Flora Kokkinaki, 2000 *Marketing Performance Measurement: Which Way is Up*. The research given in this article looks into the measurement of marketing performance in a variety of industries. Although changes in the principal marketing asset must be taken into account when evaluating marketing performance, few organizations specifically analyses brand equity for this reason.

Marketers, according to the studies thus far, need to be more precise about what they intend to achieve and improve their representation of their progress toward those goals. Marketers, on the other hand, are in charge of making sure that performance is properly evaluated. Unless they organize the exams in accordance with their own marketing plan, they may expect to be rated harshly by other managers using other criteria.

Paweł Cichosz, 2011 *Assessing the Quality of Classification Models: Performance Measures and Evaluation Procedures*. This article provides a thorough examination of methods for evaluating classification models, as well as recommendations for their successful implementation. Their common purpose is to assess model generalisation capabilities, which are important in establishing the applicability and usability of classification and other data mining models. The main contribution of this paper is a detailed examination of existing classifier evaluation methodologies that are specifically adapted to the most common practical applications. The classification approach and dataset properties, as well as the computational resources available for model evaluation, which can be computationally demanding for large datasets, all influence the optimal option.

Kamaldeep Kaur, Rattan Datta and Sunil Kumar Khatri, 2014 *Analysis of various testing techniques*. This study investigates whether mutation testing could be a useful addition to the testing procedure. If it is to be cost-effective, it is time-consuming and requires the use of tools. If we are to be confident in the results, we must utilize a large number of mutants to improve Residual Defect Density estimations. Object Orientation has a wide range of structural and operational changes that are specific to objects. Tools like mu-Java take advantage of Java's features to make mutant production and testing more efficient. Even with excellent techniques, huge numbers of mutations might take a long time to execute.

Nick Phelps and Sophia Christakis, 2018 *The Current State of Marketing Measurement and Optimization*. This study is predicated on Marketers must change their approach from passively examining post-campaign data to actively evaluating results in order to influence future tactics. Growing privacy concerns, as well as the prospect of new norms and regulations, emphasize the importance of properly maintaining this information and establishing agreement to its usage. Some

companies have already realized this and are gaining an advantage over their competitors. To supplement the quantitative study, five qualitative interviews were performed, all of which matched the same criteria as the online survey. Respondents were given a little gift as a thank you for their time.

Quinlan. J. R, 1986 *Induction of Decision Trees*. The purpose of this work was to show that the technique for constructing decision trees from examples is fairly reliable. Commercial systems today are effective tools that have achieved notable results. Advances have been made that will allow such systems to deal with noisy, partial data that is typical of advanced real-world applications. Several centers are working to increase the performance of the underlying algorithms.

Dawn Iacobucci, Maria Petrescu, Anjala Krishen, Michael Bendixen, 2019 *The state of marketing analytics in research and practice*. This study examines the usefulness of marketing analytics for marketing research and practice by conducting a systematic assessment of marketing research in the developing new field of "marketing analytics." They identified the important themes and concepts linked to marketing analytics in marketing research, such as big data, marketing metrics, and marketing analytics value, using a semantic and cluster analysis. This article adds to the marketing literature by incorporating critical marketing analytics studies and offering an overview of the research landscape. For a more natural manner to apply theoretical discoveries in practice, practitioners receive recommendations and a summary of the review. Academics can use these findings to discuss and show the application and benefits of marketing analytics in the classroom.

Dr. Madhu Bala and Mr. Deepak Verma, 2018 *A Critical Review of Digital Marketing*. Digital marketing, such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical discs, and games, are becoming increasingly common in our advancing technology, according to this study. Digital marketing is cost-effective and has a significant commercial impact.

Kishan Prajapati, 2020 *A Study on Digital Marketing and It's Impacts*. The research focuses on digital marketing and its effects. The more time people spend online

each year, the more digital platforms they utilize play an increasingly important role in their lives. Because customers may access digital platforms from anywhere in the world at any time, businesses must shift their marketing strategies from traditional to digital. It demonstrates that consumers prefer to shop online than go to a physical store. As customer buying habits evolve, businesses must adapt their advertising strategies and embrace digital marketing channels.

Dr. Tejas B. Vyas, 2021 *A Study on Analysis of Digital Marketing*. This research is focused on digital marketing. Digital marketing is more than just placing advertisements in entrances; it also includes integrated managements and coordinated stations. Promoters are required to successfully use these segments in order to arrive at objective meetings and create a product. In this computerized time, the product promoter is no longer the concierge; instead, the supervisors are those who are involved in the advanced phases. As a result, products must provide stages for clients to comprehend their item or obtain a true texture of that product. He accepts that this business story will be really valuable for marketers who want to learn about electronic marketing and anticipate future systems.

Molly Maycock, Patrick Spenner, Robert Hamshar and Shelley West, 2012 *The Digital evolution in B2B Marketing Research Conducted by Marketing Leadership Council Google*. The goal of this study is to uncover common obstacles that marketing professionals in major B2B firms have when it comes to building a digital marketing competence and supporting a content-led marketing strategy. Create frameworks based on proven procedures and expert analysis for understanding and overcoming those difficulties. Provide actionable ideas and case studies to assist B2B marketing executives in overcoming their issues.

Joel Järvinen, Aarne Tollinen, Heikki Karjaluo and Chanaka Jayawardhena, 2012 *Digital and Social Media Marketing Usage in B2b Industrial Section*. The study's goal was to look into B2B companies' digital marketing tools, goals, measurement systems, and impediments to adoption. To answer the research questions and satisfy the study objective, a thorough literature evaluation of B2B digital marketing was undertaken. Five propositions were generated based on the literature review to guide the analysis of study data. The theories were put to the

test in a study of B2B companies. The empirical evidence backs up the majority of the claims.

Neeraj Pandey, Preeti Nayal and Abhijeet Singh Rathore, 2019 *Digital marketing for B2B organizations: structured literature review and future research directions.*

The goal of this study was to achieve the research's goal, therefore many research articles on B2B digital marketing usage were reviewed. Several developing themes were discovered, and the majority of them were validated through semi structured interviews with industry professionals. Finally, it can be concluded that academic study in the field of B2B digital marketing is still in its infancy. Finally, because each business has its own strategy to implementing B2B digital marketing, future studies can adapt the framework to diverse industries such as manufacturing, information technology, fast-moving consumer products, and healthcare.

Asaad Ali Karam and Serdar Saydam, 2015 *An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behaviour Via Media in North Cyprus (A Case Study of Fast Food Restaurants).* The findings of this study are in line with those of prior investigations. This idea shows that the bulk of marketing communications instruments used to expose a brand have inadvertent participation methods. Customer loyalty appears to boost brand awareness during the information rally process, according to this study. The gratification-and-use principle According to theory, one of the results of customer behavior in the context of social media is brand awareness. The most effective variable on brand awareness, according to this study, is customer image since it maximizes awareness during the engagement and contact stages. The study also shows the relationship between media and brand awareness, as well as the Integrating Marketing Communications Model for establishing brand equity.

Jose Prabhu. J, 2019 *A Study of Digital Marketing and Digital Boom for Creating Brand Awareness: The Importance and Suggestions for Creating a Successful Start-up.* Digital marketing has become an integral aspect of many businesses' operations. Even for the entrepreneur these days, there is a very inexpensive and effective way to market his or her products or services. Digital marketing may have a better chance of succeeding if it prioritizes client demands. To choose the best

way to drive up advanced advertising execution, organizations should create inventive client experiences and clear media methods.

Sya'idah. E. H, Sugiarti. N, Jauhari. T and Dewandaru. B, 2019 *The Implementation of Digital Marketing towards Brand Awareness*. Based on the foregoing, it can be concluded that the use of digital marketing can help the Ayamjoper.id Company streamline its operations, particularly in terms of product promotion and sales, despite its vast variety. Furthermore, using a digital marketing plan using all media, including as YouTube, Facebook, Google My Business, and notably the official company website, will help increase Ayamjoper.id's brand awareness.

Anna Makrides, Demetris Vrontis and Michael Christofis, 2019 *The Gold Rush of Digital Marketing: Assessing Prospects of Building Brand Awareness Overseas*. This research produced some intriguing findings that corroborated current literature, demonstrating that a SME can improve its exposure to a wider audience by taking advantage of the myriad opportunities provided by the digital world. Given that there is frequently a disparity between what customers want and what marketers actually do to engage them, these insights can be extremely beneficial to both organizations and marketers in narrowing the gap between consumer preferences and their actions. Finally, there has been a lot of discussion in the marketing and consumer research literature about digital marketing. Given the fast-paced nature of the digital world, however, research that aims to increase our understanding of new occurrences and establish theoretical frameworks in areas where there are none will be the most helpful.

Krishnaprabha. S and Tarunika. R, 2020 *An Analysis on building Brand Awareness through Digital Marketing Initiatives*. The correlation between the main research variables shows that there is a positive and significant association between digital marketing and brand awareness. The model is adequate and fits the obtained data, according to the regression analysis. As a result of their use of digital marketing, businesses can enhance consumer loyalty and communication with them on a daily basis. When compared to the traditional marketing communication methods that organizations use, consumers regard digital media as a more reliable source of information.

Dwiana Rahmadiati Putri, 2021 *Digital Marketing Strategy to Increase Brand Awareness and Customer Purchase Intention*. The study was based on Ailesh Green Consulting's major concern, which is a lack of brand awareness and client buy intent. Based on the questionnaire, the author offered four suggestions to Ailesh Green Consulting to improve their brand awareness and client purchase intent. Personal selling has not used digital marketing, and the existing digital marketing plan is a website. Promotions are still reliant on word of mouth, and personal selling has not used digital marketing.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Descriptive research involves many types of surveys and fact-finding inquiries. The primary goal of descriptive research is to describe the current state of circumstances. The data collected through the research paper, theory paper and finding the facts, which is Secondary Data.

Survey method allows you to gather large volumes of data that can be analyzed for frequencies, averages and patterns. The data I have collected through circulating my questionnaire link (google form), which is Primary Data.

3.2 SAMPLING TECHNIQUE

The sampling technique used here is Non-probability Sampling - Convenient Sampling Method. The Sample size is 218 which is collected to the general public Chennai city. The Period of study for my survey is Three months. The collection of data for survey took 15 days for 218 responses. My targeted audience for this study is Marketing and Business People.

3.3 SOURCES OF DATA

One of the most crucial elements of a research paper is data collection. The data used in research approach must be correct and up to date. There are two different types of data collection procedures.

➤ PRIMARY DATA

In this study, a questionnaire method was utilized to gather data, and it was distributed in the form of a link.

➤ SECONDARY DATA

Secondary data refers to information that is already available, i.e. information that has previously been gathered and processed by someone else. The study's

secondary data was gathered from books, company websites, publications, and other sources.

3.4 STRUCTURE OF QUESTIONNAIRE

QUESTIONNAIRE PREPARATION

Any research project requires appropriate data, which can be obtained via a timetable or questionnaire. It is simple to determine the level of involvement of so many people in the city using a questionnaire.

PILOT SURVEY

It is critical to determine the instrument's applicability to the population being studied before gathering relevant data to test the hypothesis. As a result, a pilot study was conducted with the goal of evaluating the study's tools and determining whether they are giving the information required.

TYPES OF QUESTIONS

- Direct questions
- Close ended questions
- Multiple choice questions
- Likert scaling questions
- Rank questions

3.5 SAMPLE SIZE

- ✓ Sample Size - 218
- ✓ Sample Location – Chennai

3.6 HYPOTHESIS / ANALYTICAL TOOLS

HYPOTHESIS TESTING

- H₀ – Null hypothesis (there is no significant relationship between the variables).

- H1 – Alternative hypothesis (there is significant relationship between the variables)

After analyzing the data, hypothesis testing is done. It will result in either accepting or rejecting the hypothesis.

ANALYTICAL TESTS

- Chi-Square
- One Way Anova
- Rank Correlation

INFERENCE

After setting and testing the hypothesis, I came out with the conclusion. The explanation of theory can also be considered as inference.

PREPATION OF REPORT AND PRESENTATION OF REPORT

Finally, I prepared a final report along with conclusion and suggestion, with the inference and findings.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 TABLES AND CHARTS OF MY QUESTIONNAIRE

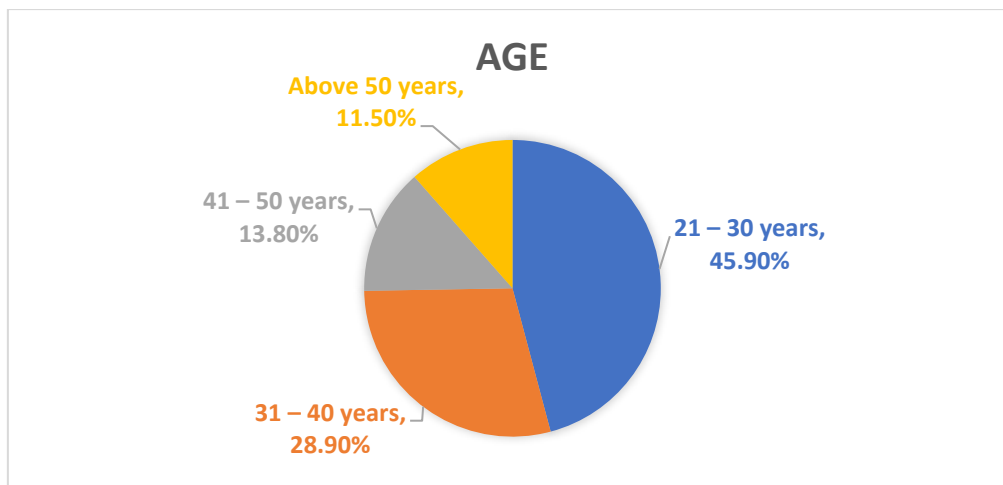
4.1.1 TABLE NO.1

Age wise classification of respondents

<i>Age</i>	<i>Frequency</i>	<i>Percentage</i>
21 – 30 years	100	45.90%
31 – 40 years	63	28.90%
41 – 50 years	30	13.80%
Above 50 years	25	11.50%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHAT NO.1

Chart representing the age wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart shows that 45.90% of respondents are from age group between 21-30, 28.90% of respondents are from age group between 31-40, 13.80% of respondents are from age group between 41-50 and 11.50% of respondents are from age group Above 50 years.

INFERENCE:

Majority (45.90%) of respondents are from age group between 21-30 years.

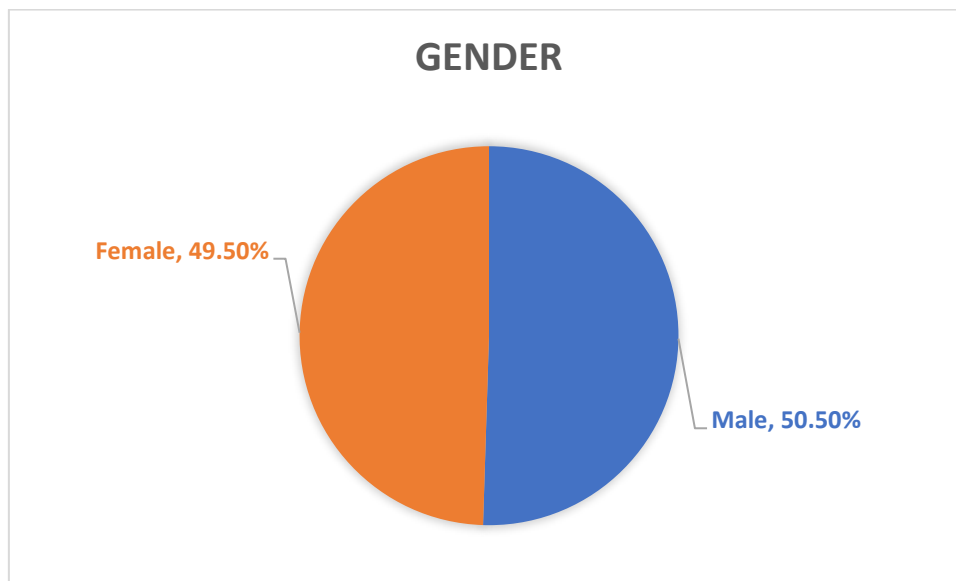
4.1.2 TABLE NO.2

Gender wise classification of respondents

<i>Gender</i>	<i>Frequency</i>	<i>Percentage</i>
Male	110	50.50%
Female	108	49.50%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHAT NO.2

Chart representing the gender wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart shows that 50.50% from Male category and 49.50% from Female category in the gender wise respondents.

INFERENCE:

Majority (50.50%) of respondents are male category based on my data collections.

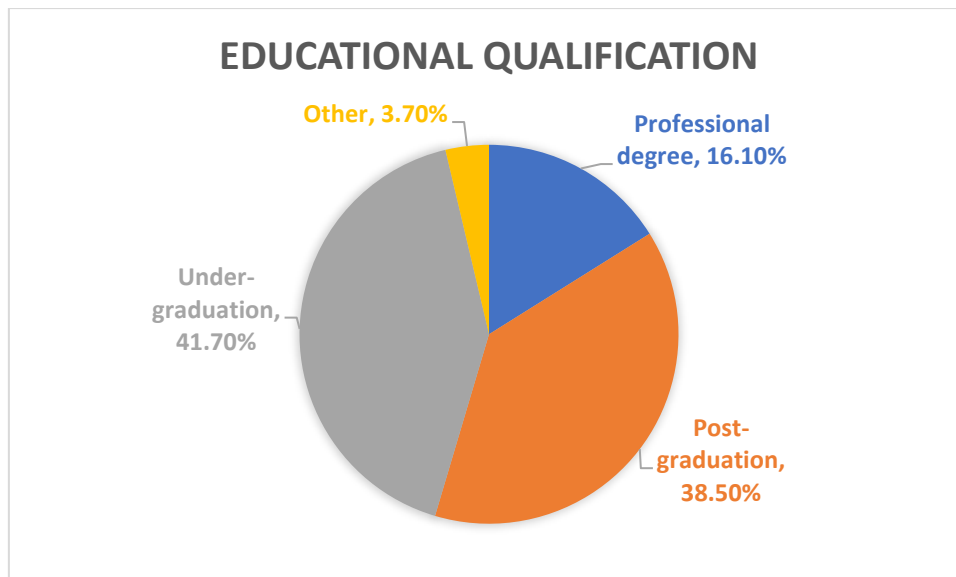
4.1.3 TABLE NO.3

Educational qualification wise classification of respondents.

<i>Educational Qualification</i>	<i>Frequency</i>	<i>Percentage</i>
Professional degree	35	16.10%
Post-graduation	84	38.50%
Under-graduation	91	41.70%
Other	8	3.70%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.3

This chart represents the Educational qualification wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From that above table and chart 16.10% of respondents are Professional degree holder, 38.50% of respondents are Post-graduated, 41.70% of respondents are Under-graduated and 3.70% of responded to others.

INFERENCE:

Majority (41.70%) of respondents are Under-graduated.

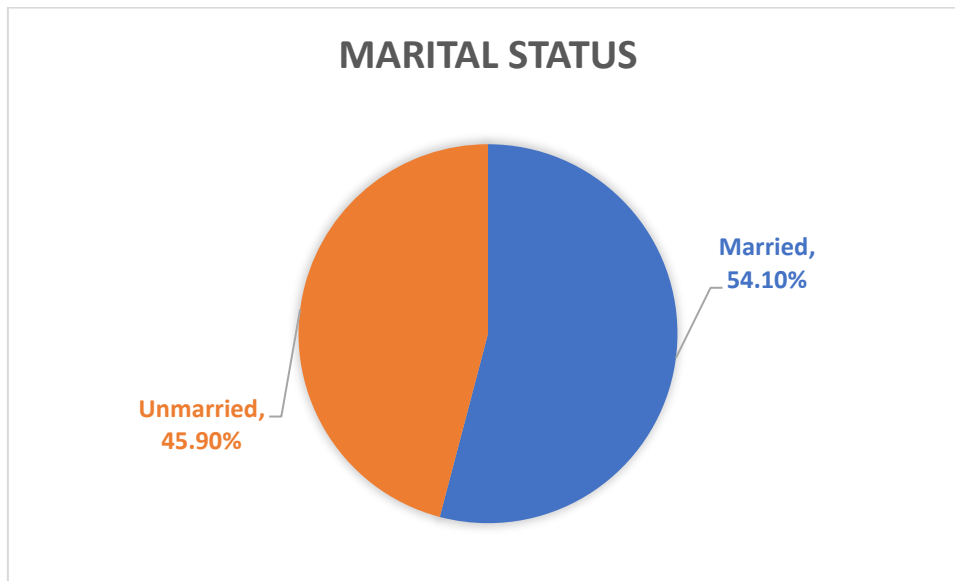
4.1.4 TABLE NO.4

Marital status wise classification of respondents.

<i>Marital Status</i>	<i>Frequency</i>	<i>Percentage</i>
Married	118	54.10%
Unmarried	100	45.90%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.4

This chart represents the marital status wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 54.10% of respondents are Married and 45.90% of respondents are Unmarried.

INFERENCE:

Majority (54.10%) of respondents are Married.

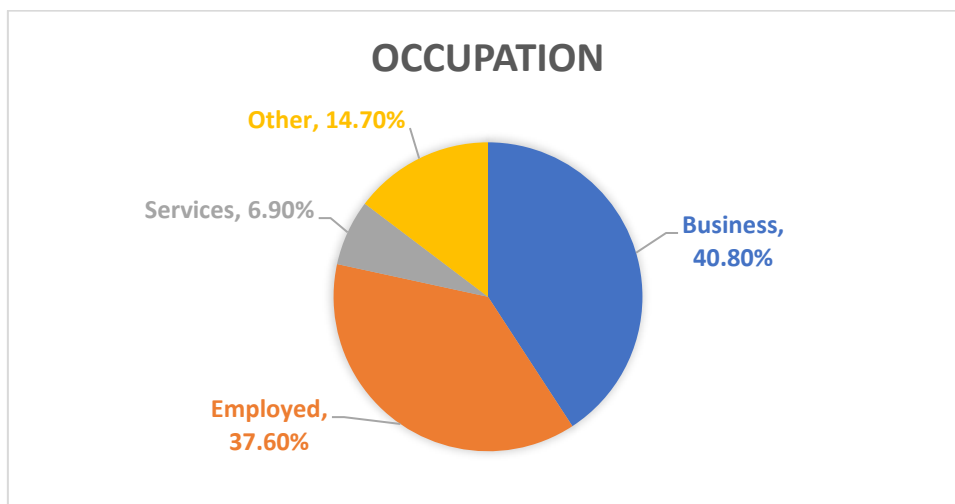
4.1.5 TABLE NO.5

Occupation wise classification of respondents.

<i>Occupation</i>	<i>Frequency</i>	<i>Percentage</i>
Business	89	40.80%
Employed	82	37.60%
Services	15	6.90%
Other	32	14.70%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.5

This chart represents the Occupation wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From that above table and chart 40.80% of respondents are Business, 37.60% of respondents are Employed, 6.90% of respondents are Service and 14.70% of respondents are Other.

INFERENCE:

Majority (40.80%) of respondents are Business people.

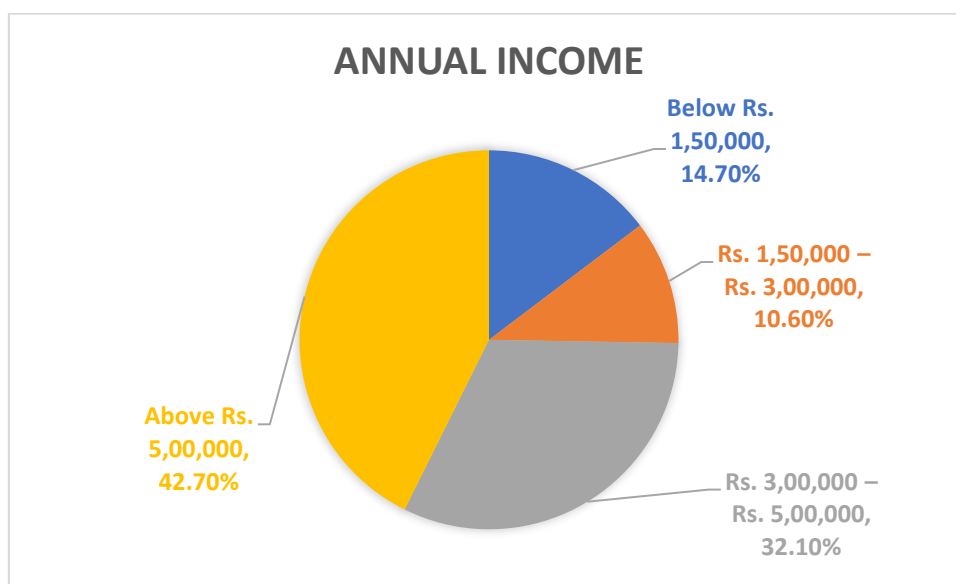
4.1.6 TABLE NO.6

Annual Income wise classification of respondents.

<i>Annual income</i>	<i>Frequency</i>	<i>Percentage</i>
Below Rs. 1,50,000	32	14.70%
Rs. 1,50,000 – Rs. 3,00,000	23	10.60%
Rs. 3,00,000 – Rs. 5,00,000	70	32.10%
Above Rs. 5,00,000	93	42.70%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.6

This chart represents the Annual Income wise classification of respondents.



SOURCE: Primary Data

INTERPRETATION:

From that above table and chart 14.70% of respondents are Below Rs.1,50,000, 10.60% of respondents are between Rs.1,50,000-3,00,000, 32.10% of respondents are between Rs.3,00,000-5,00,000 and 42.70% of respondents are Above Rs.5,00,000.

INFERENCE:

Majority (42.70%) of respondents are earning Above Rs.5,00,000.

Variables related Questions:

4.1.7 TABLE NO.7

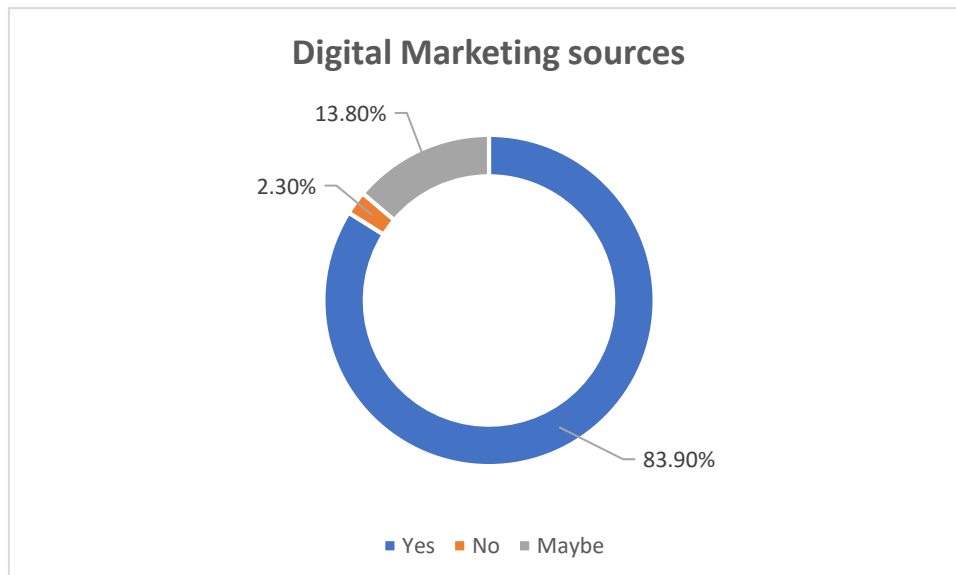
Question based on responses

Do you aware of Digital Marketing sources

<i>Digital Marketing sources</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	183	83.90%
No	5	2.30%
Maybe	30	13.80%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.7

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 83.90% of respondents have mentioned as Yes, 2.30% of respondents have mentioned as No and 13.80% of respondents have mentioned as Maybe.

INFERENCE:

Majority (83.90%) of respondents are aware about digital marketing sources.

4.1.8 TABLE NO.8

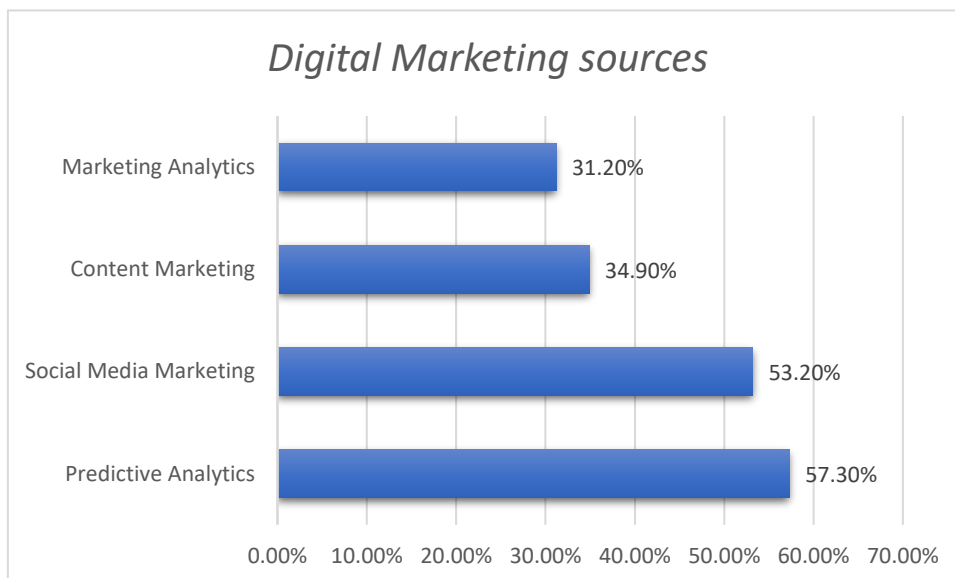
Question based on responses

From the following Digital Marketing sources, which source you have heard off

<i>Digital Marketing sources</i>	<i>Frequency</i>	<i>Percentage</i>
Predictive Analytics	125	57.30%
Social Media Marketing	116	53.20%
Content Marketing	76	34.90%
Marketing Analytics	68	31.20%
<i>Average</i>	<i>218</i>	<i>100%</i>

CHART NO.8

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 57.30% of respondents have mentioned Predictive Analytics, 53.20% of respondents have mentioned Social Media Marketing, 34.90% of respondents have mentioned Content Marketing and 31.20% of respondents have mentioned Marketing Analytics.

INFERENCE:

Majority (57.90%) of respondents have heard off Predictive Analytics.

4.1.9 TABLE NO.9

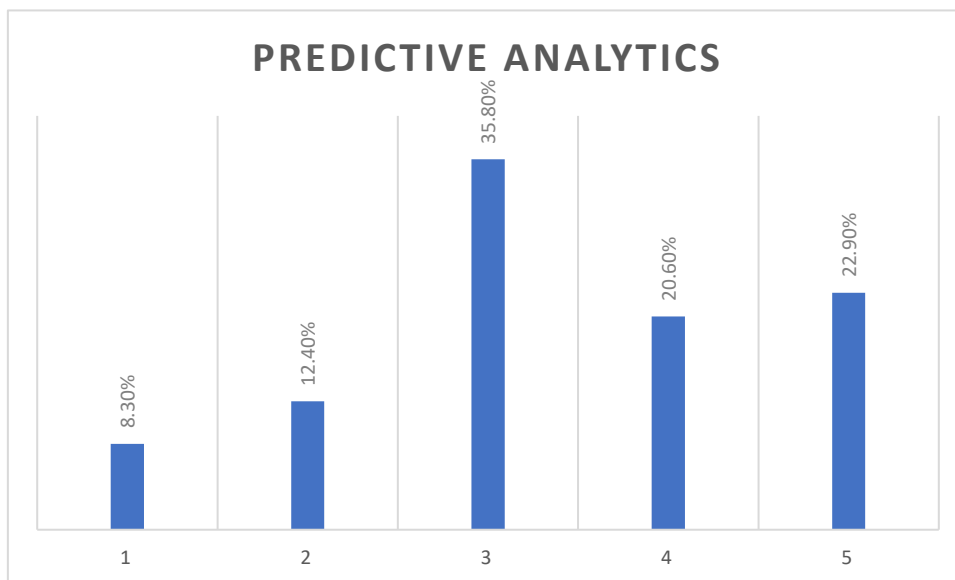
Question based on responses

On a scale of 1 – 5 rate your preference on Predictive Analytics

<i>Predictive Analytics</i>	<i>Frequency</i>	<i>Percentage</i>
1	18	8.30%
2	27	12.40%
3	78	35.80%
4	45	20.60%
5	50	22.90%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.9

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 8.30% of respondents rated as 1, 12.40% of respondents rated as 2, 35.80% of respondents rated as 3, 20.60% of respondents rated as 4 and 22.90% of respondents rated as 5.

INFERENCE:

Majority (35.80%) of respondents have rated as 3 for Predictive Analytics.

4.1.10 TABLE NO.10

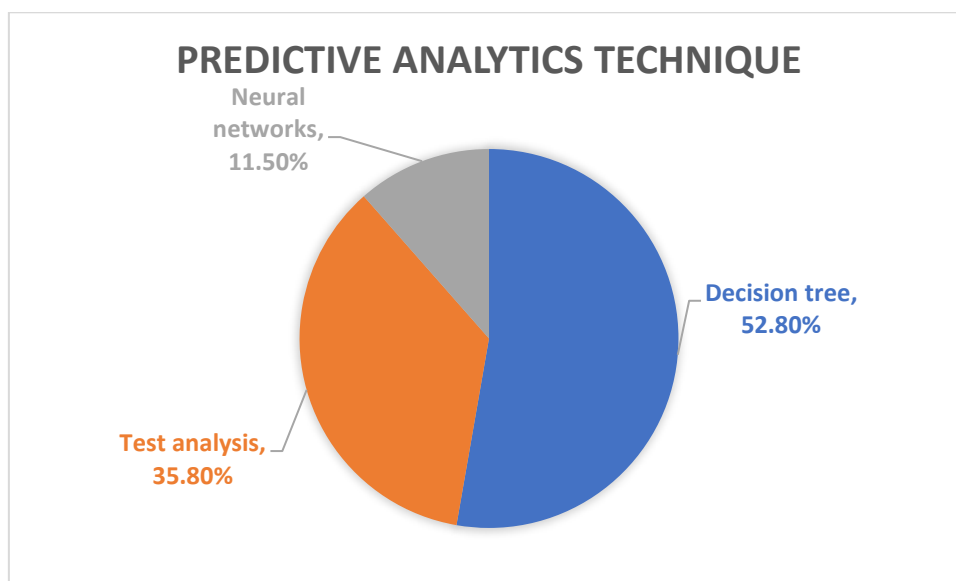
Question based on responses

Predictive analytics technique you prefer as a Marketer

<i>Technique</i>	<i>Frequency</i>	<i>Percentage</i>
Decision tree	115	52.80%
Test analysis	78	35.80%
Neural networks	25	11.50%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.10

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 52.80% of respondents prefer Decision tree, 35.80% of respondents prefer Test analysis and 11.50% of respondents prefer Neural networks.

INFERENCE:

Majority (52.80%) of respondents prefer Decision tree technique in predictive analytics.

4.1.11 TABLE NO.11

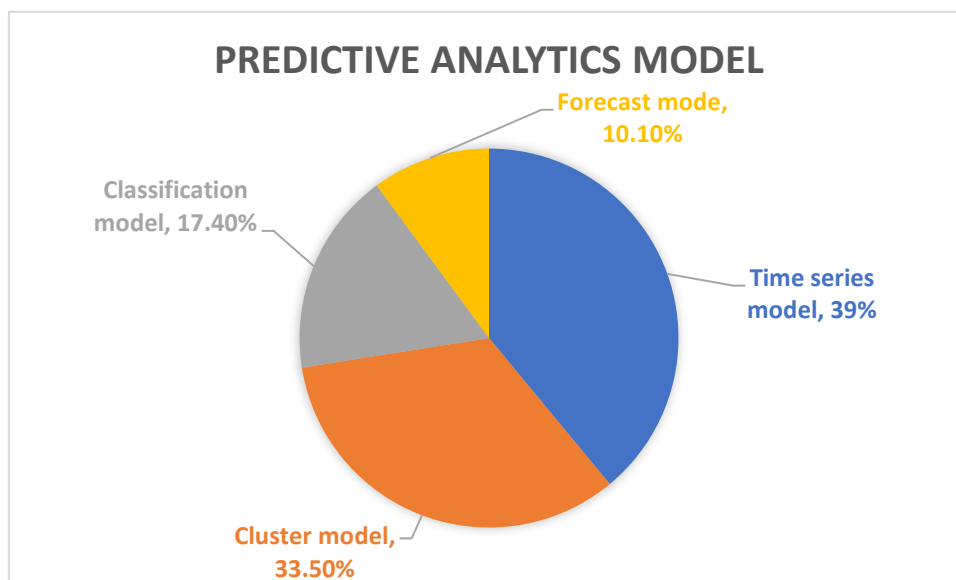
Question based on responses

Predictive Analytics Model you are aware off

<i>Model</i>	<i>Frequency</i>	<i>Percentage</i>
Time series model	85	39%
Cluster model	73	33.50%
Classification model	38	17.40%
Forecast mode	22	10.10%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.11

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above tables and charts 39% of respondents have mentioned Time series model, 33.50% of respondents have mentioned Cluster model, 17.40% of respondents have mentioned Classification model and 10.10% of respondents have mentioned Forecast model.

INFERENCE:

Majority (39%) of respondents are aware about Time series model in predictive analytics.

4.1.12 TABLE NO.12

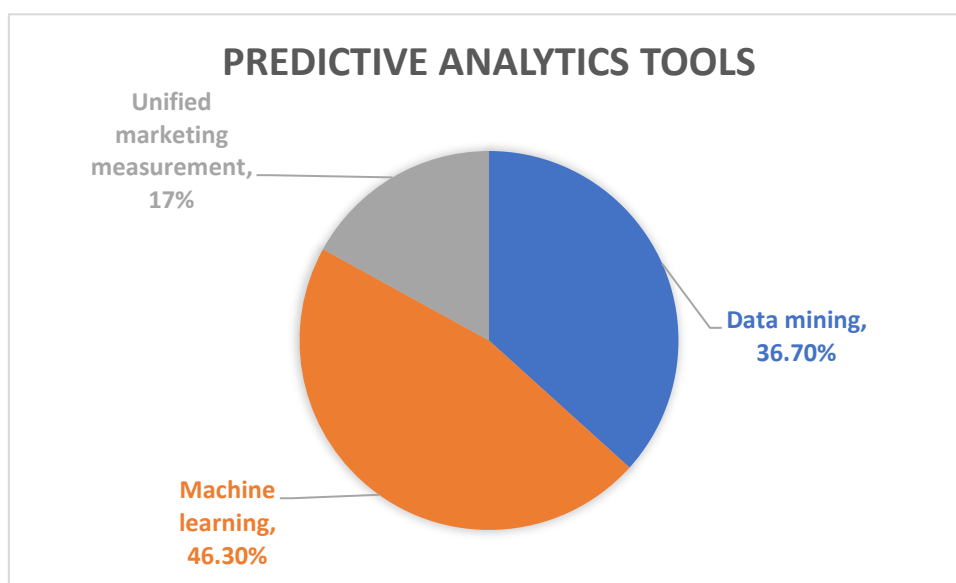
Question based on responses

Could you specify the favorable Predictive Analytics tools as a marketer

<i>Tools</i>	<i>Frequency</i>	<i>Percentage</i>
Data mining	80	36.70%
Machine learning	101	46.30%
Unified marketing measurement	37	17%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.12

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 36.70% of respondents have mentioned Data mining, 46.30% of respondents have mentioned Machine learning and 17% of respondents have mentioned Unified marketing measurements.

INFERENCE:

Majority (36.70%) of respondents prefer Data mining as predictive analytics tools.

4.1.13 TABLE NO.13

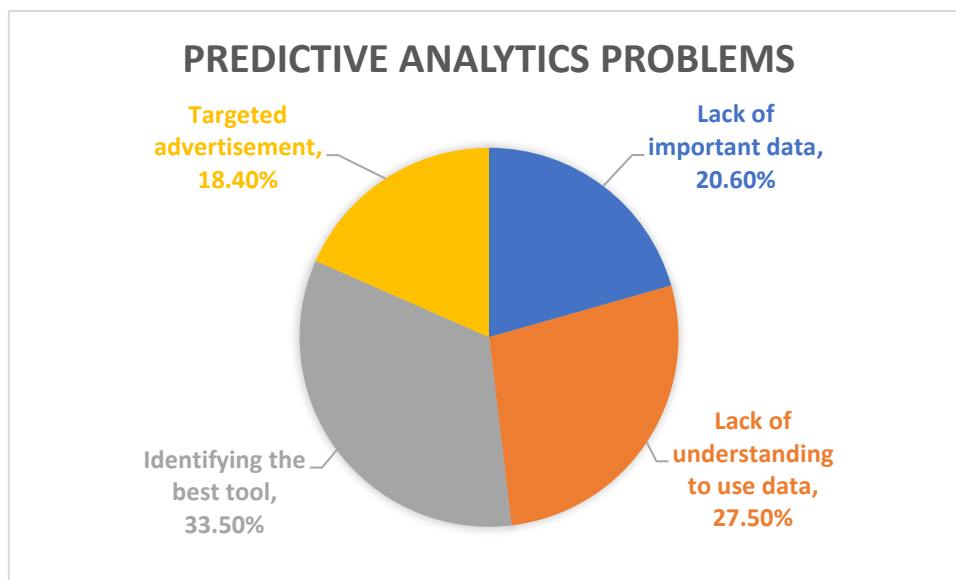
Question based on responses

Problems can affect the Predictive Analytics

<i>Problems</i>	<i>Frequency</i>	<i>Percentage</i>
Lack of important data	45	20.60%
Lack of understanding to use data	60	27.50%
Identifying the best tool	73	33.50%
Targeted advertisement	40	18.40%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.13

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 20.60% of respondents have mentioned Lack of important data, 27.50% of respondents have mentioned Lack of understanding to use data, 33.50% of respondents have mentioned Identifying best tool and 18.40% of respondents have mentioned Targeted advertisement.

INFERENCE:

Majority (33.50%) of respondents have mentioned Identifying best tool as predictive analytics problem.

4.1.14 TABLE NO.14

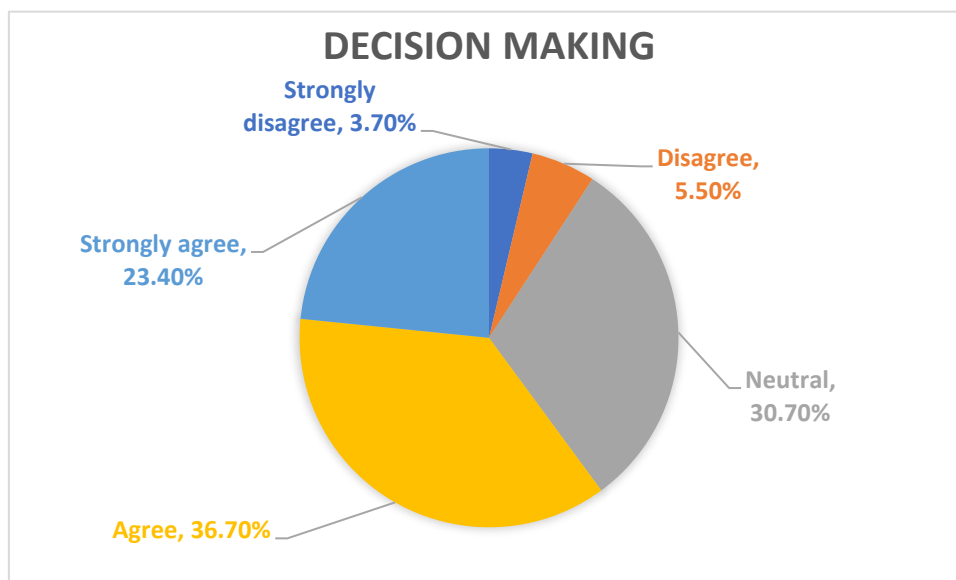
Question based on responses

Predictive Analytics report is useful for decision making in the current organization / project

<i>Decision Making</i>	<i>Frequency</i>	<i>Percentage</i>
Strongly disagree	8	3.70%
Disagree	12	5.50%
Neutral	67	30.70%
Agree	80	36.70%
Strongly agree	51	23.40%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.14

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 3.70% of respondents have mentioned Strongly disagree, 5.50% of respondents have mentioned Disagree, 30.70% of respondents have mentioned Neutral, 36.70% of respondents have mentioned Agree and 23.40% of respondents have mentioned Strongly agree.

INFERENCE:

Majority (36.70%) of respondents have agreed that predictive analytics report is useful for decision making in the current organization / project.

4.1.15 TABLE NO.15

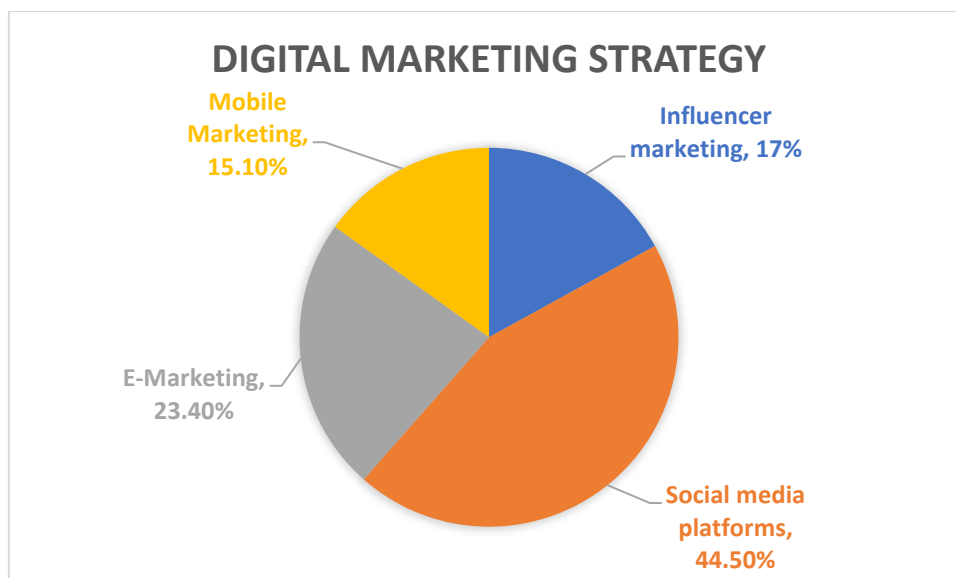
Question based on responses

Strategy you most prefer for Digital Marketing development as a marketer

<i>Digital Marketing Strategy</i>	<i>Frequency</i>	<i>Percentage</i>
Influencer marketing	37	17%
Social media platforms	97	44.50%
E-Marketing	51	23.40%
Mobile Marketing	33	15.10%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.15

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 17% of respondents have mentioned Influencer marketing, 44.50% of respondents have mentioned Social media platforms, 23.40% of respondents have mentioned E-Marketing and 15.10% of respondents have mentioned Mobile marketing.

INFERENCE:

Majority (44.50%) of respondents have mentioned Influencer marketing strategy for digital marketing development.

4.1.16 TABLE NO.16

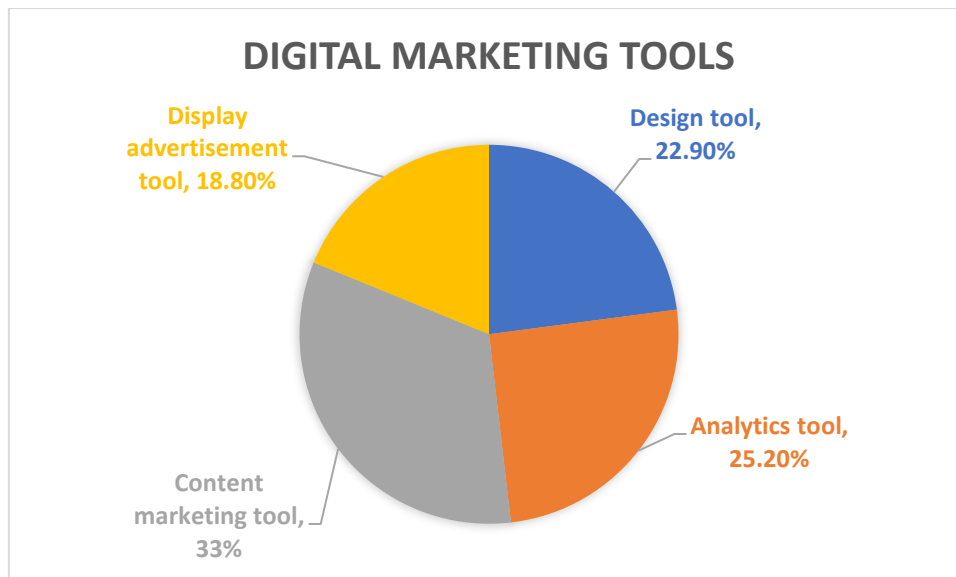
Question based on responses

Digital Marketing tools most used by you in Business to Business

<i>Digital Marketing Tools</i>	<i>Frequency</i>	<i>Percentage</i>
Design tool	50	22.90%
Analytics tool	55	25.20%
Content marketing tool	72	33%
Display advertisement tool	41	18.80%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.16

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 22.90% of respondents have mentioned Design tool, 25.20% of respondents have mentioned Analytics tool, 33% of respondents have mentioned Content marketing tool and 18.80% of respondents have mentioned Display advertisement tool.

INFERENCE:

Majority (33%) of respondents have mentioned Content marketing tool used in B2B.

4.1.17 TABLE NO.17

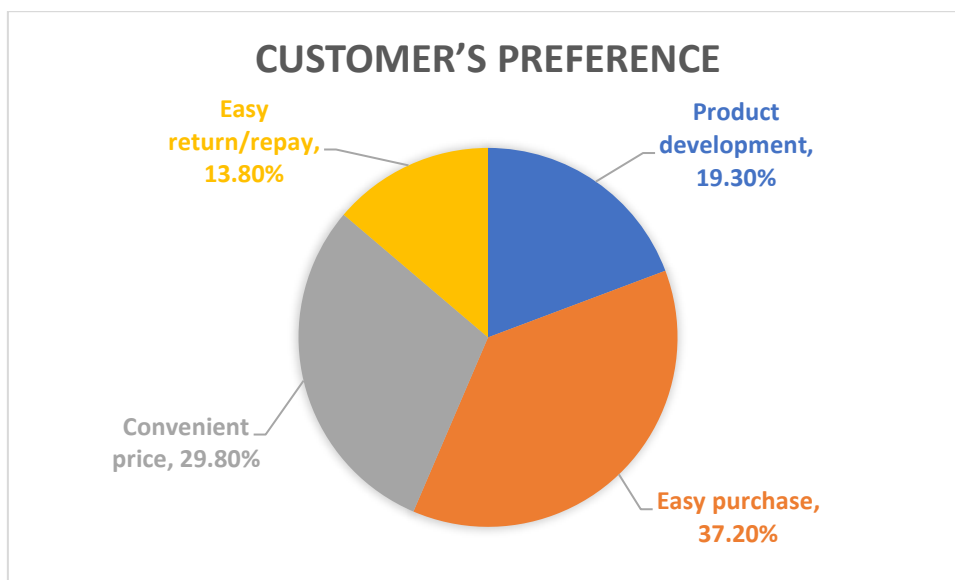
Question based on responses

As an assumption from marketer, Customer prefer digital marketing for

<i>Customer's Preference</i>	<i>Frequency</i>	<i>Percentage</i>
Product development	42	19.30%
Easy purchase	81	37.20%
Convenient price	65	29.80%
Easy return/repay	30	13.80%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.17

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 19.30% of respondents have mentioned Product development, 37.20% of respondents have mentioned Easy purchase, 29.80% of respondents have mentioned Convenient price and 13.80% of respondents have mentioned Easy return/repay.

INFERENCE:

Majority (37.20%) of respondents have mentioned customer prefer digital marketing for Easy purchase.

4.1.18 TABLE NO.18

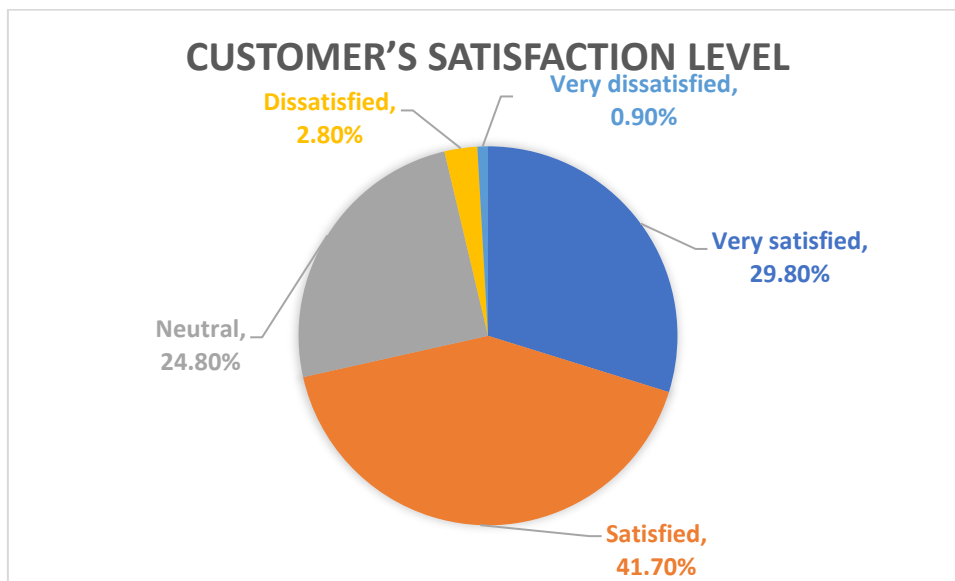
Question based on responses

Satisfaction level of customer towards digital marketing performance assuming as marketer.

<i>Customer's Satisfaction Level</i>	<i>Frequency</i>	<i>Percentage</i>
Very satisfied	65	29.80%
Satisfied	91	41.70%
Neutral	54	24.80%
Dissatisfied	6	2.80%
Very dissatisfied	2	0.90%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.18

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 29.80% of respondents have mentioned Very satisfied, 41.70% of respondents have mentioned Satisfied, 24.80% of respondents have Neutral, 2.80% of respondents have mentioned Dissatisfied and 0.90% of respondents have mentioned Very dissatisfied.

INFERENCE:

Majority (41.70%) of respondents are Satisfied with digital marketing performance.

4.1.19 TABLE NO.19

Question based on responses

Rate on a scale of 1- 5 on Customer satisfaction towards digital marketing from Marketer's perception

<i>Customer satisfaction</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>
Price	6.90%	11.50%	28%	17.90%	35.80%
Product	3.70%	14.20%	39.50%	22%	20.60%
Delivery	6.40%	11.50%	28.90%	34.40%	18.80%
Shopping experience	11.50%	12.40%	22.90%	30.70%	22.50%
Customer service	9.60%	11.50%	30.30%	20.60%	28%

CHART NO.19

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart the 218 respondents have mentioned towards customer satisfaction.

- Price, 6.90% of respondents have rated for 1, 11.50% of respondents have rated for 2, 28% of respondents have rated for 3, 17.90% of respondents have rated for 4 and 35.80% of respondents have rated for 5.
- Product, 3.70% of respondents have rated for 1, 14.20% of respondents have rated for 2, 39.50% of respondents have rated for 3, 22% of respondents have rated for 4 and 20.60% of respondents have rated for 5.

- Delivery, 6.40% of respondents have rated for 1, 11.50% of respondents have rated for 2, 28.90% of respondents have rated for 3, 34.40% of respondents have rated for 4 and 18.80% of respondents have rated for 5.
- Shopping experience, 11.50% of respondents have rated for 1, 12.40% of respondents have rated for 2, 22.90% of respondents have rated for 3, 30.70% of respondents have rated for 4 and 22.50% of respondents have rated for 5.
- Customer service, 9.60% of respondents have rated for 1, 11.50% of respondents have rated for 2, 30.30% of respondents have rated for 3, 20.60% of respondents have rated for 4 and 28% of respondents have rated for 5.

INFERENCE:

- Majority (35.80%) of respondents have rated 5 for Price as customer satisfaction.
- Majority (39.50%) of respondents have rated 3 for Product as customer satisfaction.
- Majority (34.40%) of respondents have rated 4 for Delivery as customer satisfaction.
- Majority (30.70%) of respondents have rated 4 for Shopping experience as customer satisfaction.
- Majority (30.30%) of respondents have rated 3 for Customer service as customer satisfaction.

4.1.20 TABLE NO.20

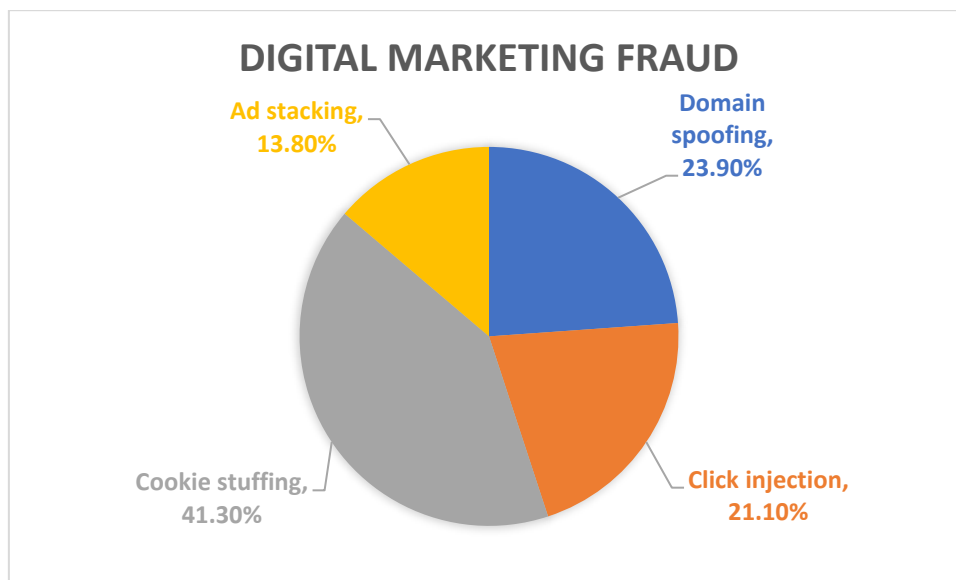
Question based on responses

Digital marketing fraud you have identified the most as a marketer

<i>Digital Marketing Fraud</i>	<i>Frequency</i>	<i>Percentage</i>
Domain spoofing	52	23.90%
Click injection	46	21.10%
Cookie stuffing	90	41.30%
Ad stacking	30	13.80%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.20

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 23.90% of respondents have mentioned Domain spoofing, 21.10% of respondents have mentioned Click injection, 41.30% of respondents have mentioned Cookie stuffing and 13.80% of respondents have mentioned Ad stacking.

INFERENCE:

Majority (41.30%) of respondents have mentioned Cookie stuffing fraud identified as a marketer.

4.1.21 TABLE NO.21

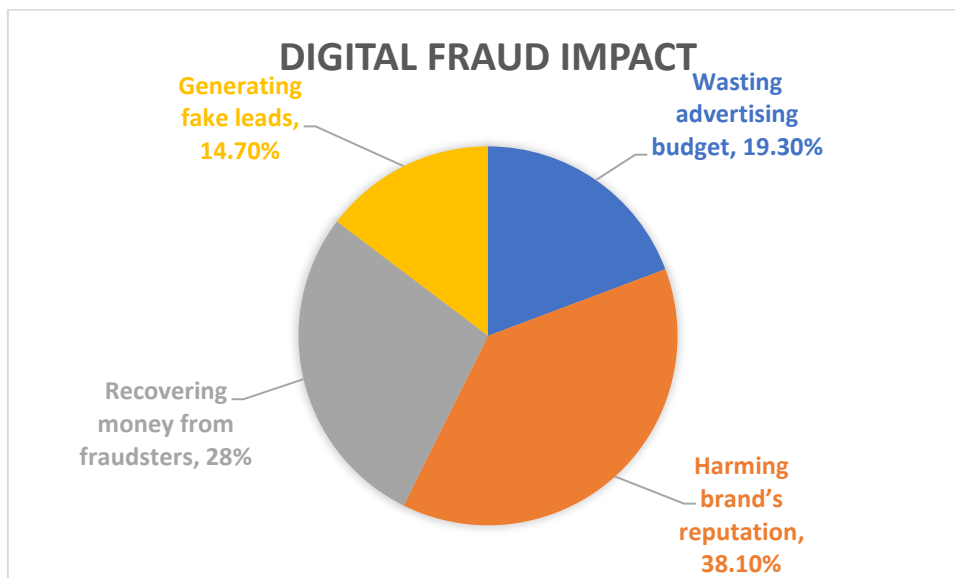
Question based on responses

Impact on the business due to digital fraud

<i>Digital Fraud Impact</i>	<i>Frequency</i>	<i>Percentage</i>
Wasting advertising budget	42	19.30%
Harming brand's reputation	83	38.10%
Recovering money from fraudsters	61	28%
Generating fake leads	32	14.70%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.21

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 19.30% of respondents have mentioned Wasting advertising budget, 38.10% of respondents have mentioned Harming brand's reputation, 28% of respondents have mentioned Recovering money from fraudsters and 14.70% of respondents have mentioned Generating fake leads.

INFERENCE:

Majority (38.10%) of respondents have mentioned Harming brand's reputation as digital fraud impact.

4.1.22 TABLE NO.22

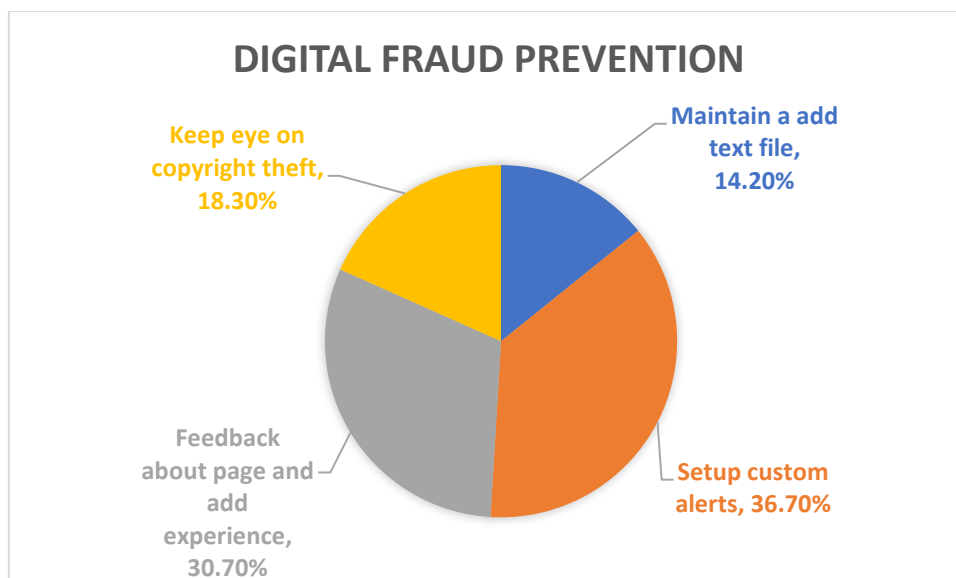
Question based on responses

Could you specify the most favorable way to prevent digital marketing fraud

<i>Digital Fraud Prevention</i>	<i>Frequency</i>	<i>Percentage</i>
Maintain a add text file	31	14.20%
Setup custom alerts	80	36.70%
Feedback about page and add experience	67	30.70%
Keep eye on copyright theft	40	18.30%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.22

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 14.20% of respondents have mentioned Maintain a add text file, 36.70% of respondents have mentioned Setup custom alerts, 30.70% of respondents have mentioned Feedback about page and experience and 18.30% of respondents have mentioned Keep eye on copyright theft.

INFERENCE:

Majority (36.70%) of respondents have mentioned Setup custom alerts way to prevent digital frauds.

4.1.23 TABLE NO.23

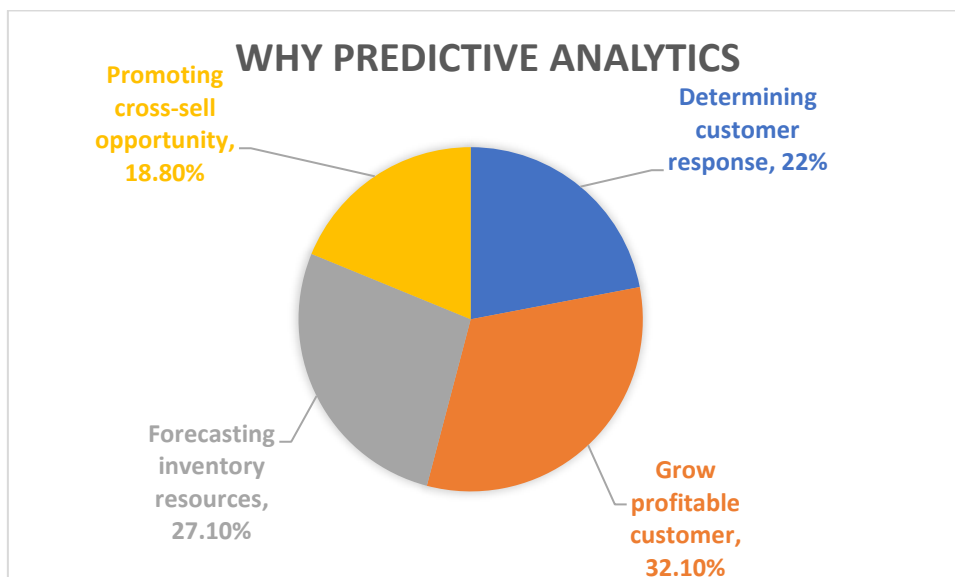
Question based on responses

As a digital marketer, why do you prefer Predictive analytics

<i>Why Predictive Analytics</i>	<i>Frequency</i>	<i>Percentage</i>
Determining customer response	48	22%
Grow profitable customer	70	32.10%
Forecasting inventory resources	59	27.10%
Promoting cross-sell opportunity	41	18.80%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.23

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 22% of respondents have mentioned Determining customer response, 32.10% of respondents have mentioned Grow profitable customer, 27.10% of respondents have mentioned Forecasting inventory resources and 18.80% of respondents have mentioned Promoting cross-sell opportunity.

INFERENCE:

Majority (32.10%) of respondents have mentioned Grow profitable customer for preferring Predictive analytics.

4.1.24 TABLE NO.24

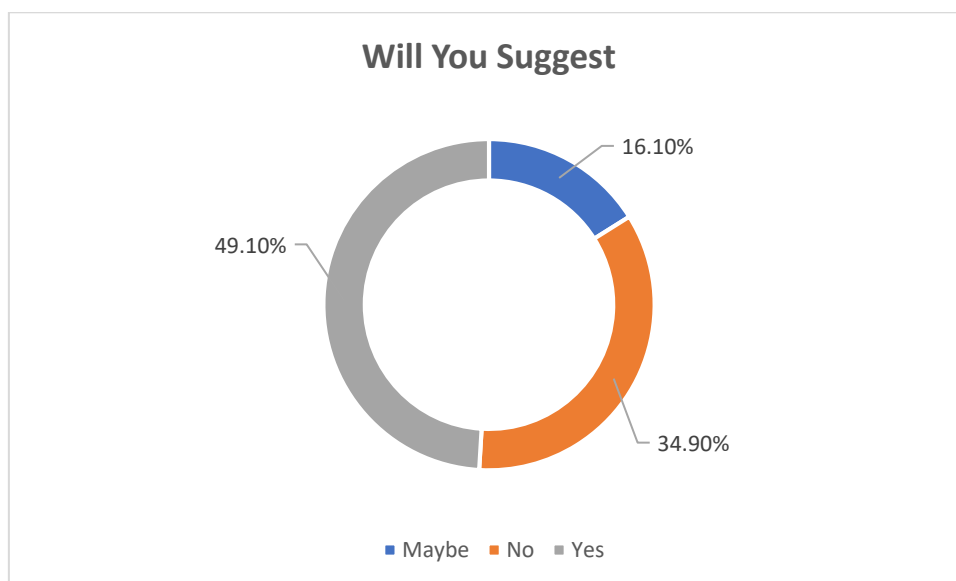
Question based on responses

As a marketer will you suggest predictive analytics to your friends and family

<i>Will You Suggest</i>	<i>Frequency</i>	<i>Percentage</i>
Yes	107	49.10%
No	76	34.90%
Maybe	35	16.10%
<i>Total</i>	<i>218</i>	<i>100%</i>

CHART NO.24

This chart representing the response for the above questions.



SOURCE: Primary Data

INTERPRETATION:

From the above table and chart 49.10% of respondents have mentioned Yes, 34.90% of respondents have mentioned No and 16.10% of respondents have mentioned Maybe.

INFERENCE:

Majority (49.10%) of respondents have mentioned they will suggest predictive analytics to their friends and family.

4.2 TESTING

4.2.1 CHI SQUARE TEST

H0 – Null hypothesis there is no association relationship between the Preference on Predictive Analytics and Predictive Analytics Model.

H1 – Alternative hypothesis there is association relationship between the Preference on Predictive Analytics and Predictive Analytics Model.

PREFERENCE ON PREDICTIVE ANALYSIS * PREDICTIVE ANALYTICS MODEL Crosstabulation							
			PREDICTIVE ANALYTICS MODEL				Total
			Time series model	Cluster model	Classification model	Forecast model	
PREFERENCE ON PREDICTIVE ANALYSIS	1	Count	8	5	4	1	18
		Expected Count	7.0	6.0	3.1	1.8	18.0
	2	Count	10	10	4	3	27
		Expected Count	10.5	9.0	4.7	2.7	27.0
	3	Count	36	24	11	7	78
		Expected Count	30.4	26.1	13.6	7.9	78.0
	4	Count	8	19	10	8	45
		Expected Count	17.5	15.1	7.8	4.5	45.0
	5	Count	23	15	9	3	50
		Expected Count	19.5	16.7	8.7	5.0	50.0
Total		Count	85	73	38	22	218
		Expected Count	85.0	73.0	38.0	22.0	218.0

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.065 ^a	12	0.297
Likelihood Ratio	14.939	12	0.245
Linear-by-Linear Association	0.167	1	0.683
N of Valid Cases	218		

INTERPRETATION

Since 0.297 is greater than 0.05 at 5% level of significance, we should accept the Null hypothesis and reject Alternate hypothesis. Hence, there is no association relationship between the Preference on Predictive Analytics and Predictive Analytics Model.

4.2.2 ONE WAY ANOVA TEST

H0 – Null hypothesis there is no significant difference between the Occupation and the Predictive Analytics Technique.

H1 – Alternative hypothesis there is significant difference between the Occupation and the Predictive Analytics Technique.

Descriptives								
OCCUPATION								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Decision Tree	115	2.035	1.108	0.103	1.830	2.239	1.00	4.00
Test analysis	78	1.910	0.956	0.108	1.695	2.126	1.00	4.00
Neural networks	25	1.720	0.891	0.178	1.352	2.088	1.00	4.00
Total	218	1.954	1.033	0.070	1.816	2.092	1.00	4.00

ANOVA					
OCCUPATION					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.269	2	1.134	1.064	0.347
Within Groups	229.273	215	1.066		
Total	231.541	217			

INTERPRETATION

Since 0.347 is greater than 0.05 at 5% level of significance, we should accept the Null hypothesis and reject Alternate hypothesis. Hence, there is no significant difference between the Occupation and the Predictive Analytics Technique.

4.2.3 RANK CORRELATIONS

Rank Correlations						
		Price	Product	Delivery	Shopping experience	Customer service
Price	Pearson Correlation	1	.546**	.586**	.370**	.343**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	218	218	218	218	218
Product	Pearson Correlation	.546**	1	.499**	.408**	.272**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	218	218	218	218	218
Delivery	Pearson Correlation	.586**	.499**	1	.297**	.406**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	218	218	218	218	218
Shopping experience	Pearson Correlation	.370**	.408**	.297**	1	.341**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	218	218	218	218	218
Customer service	Pearson Correlation	.343**	.272**	.406**	.341**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	218	218	218	218	218

INTERPRETATION

Since the rank correlation coefficient between second judge and third judge is positive and highest 0.406 among the five coefficients. Therefore, the Delivery and the Shopping experience are nearer in the ranking on Customer Satisfaction level on digital marketing.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS

- Majority (45.90%) of respondents are from age group between 21-30 years.
- Majority (50.50%) of respondents are male category based on my data collections.
- Majority (41.70%) of respondents are Under-graduated.
Majority (54.10%) of respondents are Married.
- Majority (40.80%) of respondents are Business people.
Majority (42.70%) of respondents are earning Above Rs.5,00,000.
- Majority (83.90%) of respondents are aware about digital marketing sources.
- Majority (57.90%) of respondents have heard off Predictive Analytics.
- Majority (35.80%) of respondents have rated as 3 for Predictive Analytics.
- Majority (52.80%) of respondents prefer Decision tree technique in predictive analytics.
- Majority (39%) of respondents are aware about Time series model in predictive analytics.
- Majority (36.70%) of respondents prefer Data mining as predictive analytics tools.
- Majority (33.50%) of respondents have mentioned Identifying best tool as predictive analytics problem.
- Majority (36.70%) of respondents have agreed that predictive analytics report is useful for decision making in the current organization / project.
- Majority (44.50%) of respondents have mentioned Influencer marketing strategy for digital marketing development.
- Majority (33%) of respondents have mentioned Content marketing tool used in B2B.
- Majority (37.20%) of respondents have mentioned customer prefer digital marketing for Easy purchase.
- Majority (41.70%) of respondents are Satisfied with digital marketing performance.

- Majority (35.80%) of respondents have rated 5 for Price as customer satisfaction.
- Majority (39.50%) of respondents have rated 3 for Product as customer satisfaction.
- Majority (34.40%) of respondents have rated 4 for Delivery as customer satisfaction.
- Majority (30.70%) of respondents have rated 4 for Shopping experience as customer satisfaction.
- Majority (30.30%) of respondents have rated 3 for Customer service as customer satisfaction.
- Majority (41.30%) of respondents have mentioned Cookie stuffing fraud identified as a marketer.
- Majority (38.10%) of respondents have mentioned Harming brand's reputation as digital fraud impact.
- Majority (36.70%) of respondents have mentioned Setup custom alerts way to prevent digital frauds.
- Majority (32.10%) of respondents have mentioned Grow profitable customer for
- preferring Predictive analytics.
- Majority (49.10%) of respondents have mentioned they will suggest predictive analytics to their friends and family.
- (52.8%) have suggested for productive Predictive Analytics approach.

5.2 SUGGESTIONS

- Predictive Analytics is best source of digital marketing. The Business people should be more aware off the tools and techniques of the predictive analytics, where they can bring up a best decision for the organization/business using the composed report. The productive predictive Analytics approach enable to get early warning.
- Since fixing the issue in early stage is easy as well as less effort, in encouraging for fail fast approach. Data mining is effective, more promotional programs can be planned. There should be regular tool for forecasting promotional advertising techniques for professional. Predictive analytics is growing analysis which helping business development.
- The advancements in the science of artificial intelligence and machine learning have altered the realm of computation by introducing intelligent computation approaches and algorithms. In the realm of predictive analytics, artificial neural networks ushered in a revolution. With advances in machine learning and the development of deep learning techniques and models in predictive analytics.
- Most marketers have yet to use collaborative filtering tactics, despite the fact that practically all successful ecommerce businesses and streaming services use it to locate relevant items and services. In practice, collaborative filtering boils down to making content consumption, cross-sell, or upsell recommendations based on prior behavior.
- As a result, digital marketing has proven to be one of the most effective strategies for all businesses to promote themselves because it is easier and less expensive than traditional marketing. Having a clear goal in mind will assist the entire team in determining what they should be aiming for.
- The context of the forecast, the relevance and availability of past data, the desired degree of accuracy, the time period to be predicted, the cost/benefit of the forecast to the organization, and the time available for analysis are all factors that influence technique selection. This is important since it pushes the team to focus on what needs to be done if the targets aren't met or if they're deviating from the current tasks.

- The Forecasting can assist you in dealing with challenges, but it will be more effective if you grasp the fundamental concepts of forecasting, what it can and cannot do at this time, and which tactics are best suited to your needs.
- Fundraisers can use predictive analytics to learn about the best tactics and timing to maximize revenues. Predictive analytics provides sophisticated insights that provide you a competitive advantage in any industry. Recruiters can precisely target their outreach using the information provided in order to achieve success at the lowest feasible cost.
- Predictive analytics is often utilized in sales systems such as Salesforce, but it may also be used to existing clients in field service or call centers. Salespeople can then use this data to make recommendations or even change product placement based on store-specific schematics. We can also predict client happiness for certain things to analyses that are likely to be in high demand in the near future.

5.3 CONCLUSION

- The best source of digital marketing is Predictive Analytics. The predictive analytics is most preferred and used by business marketers and business people, but are not aware of the term. Predictive analysis gives you the clear view of the report, it makes predictions about future outcomes using historical data in conjunction with statistical modeling, data processing techniques, and machine learning.
- It's helpful for recognizing risks and opportunities. It's a powerful tool for a company's forecasting strategy, and it's well-informed and useful for digital marketing. It is a group of technologies that are used to uncover hidden information in data and predict the future. Indeed, competition is tough, and each company must be prepared and have important predictive data with a high level of precision on which to base its decisions.
- Predictions of future events are frequently made based on the existence or possibility of data. Continuous and discontinuous changes can be dealt with using predictive analytics. Any value's output or future can be anticipated based on the input parameters. There's also the possibility of adding new features to current models to help them perform better in the task.
- Predictive analytics was used to better assess the impact of seasonal trends on overall sales, which helped them shorten their sales cycles. We use data analytics and business insights to construct intelligent self-learning systems that aid in understanding the target audience, discovering hidden hazards, and grabbing new opportunities as part of our machine learning services.
- Using the appropriate tools and technology, we contribute to the vision of anticipating market trends, buying patterns, and future changes that may affect the business. Across many industries, predictive analytics is being used to power a variety of revenue-focused initiatives.
- Effective predictive analytics approaches are becoming more widely available, putting forecasting capability within reach of virtually every company. The information you gather can also be utilized to improve future product design or establish better operating practices.

- Predictive Analytics is more well-known among respondents than other digital marketing sources. Decision tree techniques, time series models, and machine learning tools are the most popular among business personnel.
- The most difficult difficulty a marketer faces is determining the appropriate instrument for prediction in digital marketing. Content marketing is the ideal instrument to employ on social media platforms to cover and catch the customer in digital marketing.
- Customers are really pleased with the results of digital marketing. Cookie stuffing is one of the most common frauds, and it has a significant influence on the brand's reputation. As a marketer, we may prevent this by making unique changes to the site page. The primary goal of predictive analytics is to increase profitable customer growth.

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APPENDIX

Study on Impact of Predictive Analytics for Marketer's Engaging Performance After the Pandemic

QUESTIONNAIRE

Basic Questions

1. Name of the respondents _____.
2. Age of the respondents
 - a) 21 – 30 years
 - b) 31 – 40 years
 - c) 41 – 50 years
 - d) Above 50 years
3. Gender of the respondents
 - a) Male
 - b) Female
4. Educational qualification of the respondents
 - a) Professional degree
 - b) Post-graduation
 - c) Under-graduation
 - d) Other
5. Marital Status of the respondents
 - a) Married
 - b) Unmarried
6. Occupation of the respondents
 - a) Business
 - b) Employed
 - c) Services
 - d) Other
7. Annual income of the respondents
 - a) Below Rs. 1,50,000
 - b) Rs. 1,50,000 – Rs. 3,00,000
 - c) Rs. 3,00,000 – Rs. 5,00,000
 - d) Above Rs. 5,00,000

Variables related Questions:

8. Do you aware of Digital Marketing sources
 - a) Yes
 - b) No
 - c) Maybe
9. From the following Digital Marketing sources, which source you have heard off
 - a) Predictive Analytics
 - b) Social Media Marketing
 - c) Content Marketing
 - d) Marketing Analytics
10. On a scale of 1 – 5 rate your preference on Predictive Analytics
11. Predictive analytics technique you prefer as a Marketer
 - a) Decision tree
 - b) Test analysis
 - c) Neural networks
12. Predictive Analytics Model you are aware off
 - a) Time series model
 - b) Cluster model
 - c) Classification model
 - d) Forecast model
13. Could you specify the favorable Predictive Analytics tools as a marketer
 - a) Data mining
 - b) Machine learning
 - c) Unified marketing measurement
14. Problems can affect the Predictive Analytics
 - a) Lack of important data
 - b) Lack of understanding to use data
 - c) Identifying the best tool
 - d) Targeted advertisement
15. Predictive Analytics report is useful for decision making in the current organization / project
 - a) Strongly agree

- b) Agree
 - c) Somewhat
 - d) Disagree
 - e) Strongly disagree
16. Strategy you most prefer for Digital Marketing development as a marketer
- a) Influencer marketing
 - b) Social media platforms
 - c) E-Marketing
 - d) Mobile Marketing
17. Digital Marketing tools most used by you in Business to Business
- a) Design tool
 - b) Analytics tool
 - c) Content marketing tool
 - d) Display advertisement tool
18. As an assumption from marketer, Customer prefer digital marketing for
- a) Product development
 - b) Easy purchase
 - c) Convenient price
 - d) Easy return/repay
19. Satisfaction level of customer towards digital marketing performance assuming as marketer
- a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied
20. Rate on a scale of 1- 5 on Customer satisfaction towards digital marketing from Marketer's perception
- a) Price
 - b) Product
 - c) Delivery
 - d) Shopping experience
 - e) Customer service
21. Digital marketing fraud you have identified most as a marketer

- a) Domain spoofing
- b) Click injection
- c) Cookie stuffing
- d) Ad stacking

22. Impact on the business due to digital fraud

- a) Wasting advertising budget
- b) Harming brand's reputation
- c) Recovering money from fraudsters
- d) Generating fake leads

23. Could you specify the most favorable way to prevent digital marketing fraud

- a) Maintain a add text file
- b) Setup custom alerts
- c) Feedback about page and add experience
- d) Keep eye on copyright theft

24. As a digital marketer, why do you prefer Predictive analytics

- a) Determining customer response
- b) Grow profitable customer
- c) Forecasting inventory resources
- d) Promoting cross-sell opportunity

25. As a marketer will you suggest predictive analytics to your friends and family

- a) Yes
- b) No
- c) Maybe

26. Do you have any other suggestions for productive Predictive Analytics approach