Marketing Campaigning Prediction

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Abstract: In market campaigning prediction, identifying customers who are more likely to respond to a product offering is an important issue in marketing campaigning. In marketing campaigning, data mining has been used extensively to identify potential customers for a new product (target selection). Using historical purchase data, a predictive response model with data mining techniques predict a probability that a customer is going to respond to a promotion or an offer. To reach this purpose a predictive response model using customer historical purchase data is build with data mining techniques. Response market campaign procedure consists of several steps. In building a response model one has to deal with some issues, such as: constructing all purchase, determining the inputs to the model like train model, predicthee analytic, fetch data, save model. The purpose of this study is to deal with all these issues and steps of campaign. Thus various data mining techniques and algorithms are used to implement each step of campaign model and alleviate related difficulties.

INTRODUCTION

Traditional Large-scale sales pattern is that the most acquainted sales pattern for corporations. Supported this footprint, corporations typically aim at their produces, product and so provide all the purchasers same publicity. However, this sort of commercials neglects the variations among customers. In most cases, these promotions value loads, however solely get few real profits from customers, which means several promotions area unit waste. A replacement business culture is developing nowadays. Within it, the economic science of client relationships area unit ever-changing in basic ways that, and firms face the necessity to implement new solutions and methods that address these changes.

The idea of marketing campaigning prediction is our project is a web-based marketing project. The website put all the efforts to promote the goals of the users of the site. This will guide the user toward the desired action the main goal of this prediction system is to reach the products to the place or the consumer where it can be used or a need of the product. The user can increase his/her sales of small startups which has no idea how to do marketing of their product. Users can add the product and an evaluator will provide information on where to sell the product the evaluator provides a specific region. A new user will register by entering an email address, username, and pass and then go further it provides tabs of add, update delete product where he will add the items if he desires to delete the item he will delete the item and update the latest information of the product. User will start marketing adding product details such as price image link name. Then he can make use of our evaluator which will help him to know where will this product sale is highly demandable evaluator will show the cities list of the product highly demand. This site can help to small startups which do not have more financial support they can make use of the site and start their businesses future it will be a big platform for marketing where many of the businessmen can use the evaluator and campaign their items.

METHODS

1. Input: It takes the all the input from the user to specify customer’s requirements.

2. Product details: It gives all the details of the product and fulfill all the detailed information which is required by the user.

3. Fetch data: It fetches all data from the user and what customers required, it fulfill that requirements according to customer’s needs.

4. Train model: In train model, it plots all data and convert into the specific model which defines all the characteristics theproduct which is easy to understand for the user what it actually required.

5. Predict market analyst: Predictive marketing analytics is a branch of advanced analytics that harnesses all that big data to predict future events or results. It integrates various techniques from data mining, statistics, modeling, machine learning and artificial intelligence to process and analyze various data sets for the purpose of developing predictions.

6. Plot predicted result: After predicted all the market analyst, then we will conclude all the market results and it will plots into the graph to determine that what we will included in that model to satisfy the customer’s requirements.
7. **Save Model**: After conclude all the results and conclude plots in the graph, then we will save the model according to the requirements.

**Tools & Platform:**
1. **Software Requirement**:
   - VS CODEEDITOR
   - DB SQLite
   - Chrome Browser
   - Pycharm

2. **Front End Language**:
   - HTML
   - CSS
   - JavaScript
   - Bootstrap

3. **Back End Language**:
   - PYTHON
   - SQLite
   - Flask

**RESULTS AND DISCUSSION:**
User can be successfully predict or analyze the marketing places through trends of their product. User can analyze the high trend and low trend marketplace in market campaigning prediction. After successfully predicting the market place, user can easily go further to low trend market places for their product marketing. Due to low trend, competition is also low and marketing of their product is also worth full.
CONCLUSION

In marketing campaign prediction which was constructed for user, seller those who wanted to market their product but did not find a correct place where he wanted to market their product. Suppose shop offers different products and services to its customers. This shop is faced with challenges of increasing competition, Continually rising marketing costs, decreasing response rates and also don’t have a direct relationship with its customers. In order to combat these problems, shop wanted to select those customers who are most likely to be potential buyers of the product or service and make a direct relationship with them. In simple word conclusion, Shop wants to select the “customers” that should be contacted or connected in the next marketing campaigns.

REFERENCES


