

The Marketing Field and Its Predictions using the Big Data

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ABSTRACT: Big data in marketing and retailing prediction is the use of large datasets to identify patterns and trends in customer behavior. This data can be used to make predictions about future customer behavior, such as what products they may purchase, when they may purchase them, and how much they may spend. By leveraging big data, retailers can better understand their customers and tailor their marketing and retailing strategies to meet their needs. Additionally, big data can be used to recognize new good times for growth and expansion.

Keywords: Big data, Marketing predictions, Harnessing potential of big data

I. Introduction

Big data is revolutionizing the marketing field by providing marketers with unprecedented insights into customer behavior and preferences. By leveraging big data, marketers can better understand customer needs and develop more effective marketing strategies. Big data can also be used to predict customer behavior and trends, allowing marketers to anticipate customer needs and develop strategies to capitalize on them. Additionally, big data used to identify new opportunities for growth and expansion. By leveraging big data, marketers can gain a competitive edge and increase their ROI

II. Big data

Big data marketing is the use of large datasets to identify patterns and trends in order to better understand customer behavior and make more informed marketing decisions. It involves collecting, analyzing, and interpreting large amounts of data to gain insights into customer preferences, buying habits, and other marketing-related activities. Big data marketing can help businesses target their marketing efforts more effectively, optimize their campaigns.

III. Applications of big data

1. Healthcare: Big data is being used to improve healthcare outcomes by on condition that well treatment and diagnosis options. It can also be used to identify potential health risks and provide personalized care.
2. Retail: Big data is being used to improve customer experience by providing personalized recommendations and targeted marketing. It can also be used to optimize inventory management and pricing.
3. Banking: Big data is being used to detect fraud and improve customer service. It moreover used to connect potential.

IV. Marketing

Marketing is the process of create, communicate, and deliverd value to guests and managing client connections in ways that profit the association and its stakeholders. It involves researching, promoting, dealing , and distributing products or services to guests. It also involves relating client requirements and wants, understanding their geste , and developing strategies to meet those requirements and wants. Marketing is a crucial element of any business and is essential for success.

V. Marketing prediction

The future of marketing is likely to be heavily focused on digital channels, such as social media, search engine optimization, and content marketing. Companies will need to be agile and able to quickly adapt to changing consumer behaviors and preferences. Additionally

marketers will need to be able to leverage data and analytics to better understand their target audiences and create more personalized experiences. Artificial intelligence and machine learning will also play a larger role in marketing, allowing marketers to automate certain tasks and gain insights from customer data. Finally, marketers will use blockchain technology to create more secure and transparent marketing.

VI. Challenges harnessing potential in big data marketing

1. Data Collection: Collecting the right data from the right sources is a challenge. Companies need to ensure that they are collecting data from reliable sources and that the data is accurate and up-to-date.
2. Data Storage: Storing large amounts of data is a challenge. Companies need to ensure that they have the right infrastructure in place to store and manage the data.

VII. Conclusion

Big data marketing prediction is a powerful tool for businesses to gain insights into customer behavior and preferences. By leveraging the power of big data, businesses can gain a better understanding of their customers and develop more effective marketing strategies. Big data marketing prediction can also help businesses identify new opportunities and optimize their marketing efforts. With the right data and analytics, businesses can make more informed decisions and maximize their return on investment.

VIII. References

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