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Google Scholar search results for "marketing analytics". The search results list several articles. A "Cite" dialog box is open over the first article, "Marketing analytics for data-rich environments" by Michel Wedel and P. K. Kannan. The dialog box displays citation formats for MLA, APA, Chicago, Harvard, and Vancouver. The "Cite" button in the article's action menu is circled in red.

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J Sheth - Journal of Marketing Theory and Practice, 2016
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Performance implications of deploying marketing analytics
F Germann, GL Lilien, A Rangaswamy - Journal of Research in Marketing, 2013 - Elsevier
... marketing analytics, the objective of this research is to address two questions: (1) Does widespread deployment of marketing analytics ... deployment of marketing analytics within firms? ...
[PDF] amazonaws.com

Cite

MLA Wedel, Michel, and P. K. Kannan. "Marketing analytics for data-rich environments." *Journal of marketing* 80.6 (2016): 97-121.

APA Wedel, M., & Kannan, P. K. (2016). Marketing analytics for data-rich environments. *Journal of marketing*, 80(6), 97-121.

Chicago Wedel, Michel, and P. K. Kannan. "Marketing analytics for data-rich environments." *Journal of marketing* 80, no. 6 (2016): 97-121.

Harvard Wedel, M. and Kannan, P.K., 2016. Marketing analytics for data-rich environments. *Journal of marketing*, 80(6), pp.97-121.

Vancouver Wedel M, Kannan PK. Marketing analytics for data-rich environments. *Journal of marketing*. 2016 Nov;80(6):97-121.

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- Marketing događaja = [Event Marketing]**
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priručnik | srpski | 2006
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De Caestecker, Kris; De Bock, Koen W.	A new hybrid classification algorithm for customer churn prediction based on logistic regression and decision trees	2010	European Journal of Operational Research	19-Jul-22
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Tirenni, Giuliano; Kaiser, Christian; Herrmann, Andreas	Applying decision trees for value-based customer relations management: Predicting airline customers' future values	2007	Journal of Database Marketing and Advertising	19-Jul-22
Xie, Yaya; Li, Xiu; Ngai, E. W.T.; Ying, Weiyun	Customer churn prediction using improved balanced random forests	2009	Expert Systems with Applications	19-Jul-22
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Panigrahi, Ashalata; Patnaik, Manik Chand	Customer Deposit Prediction Using Neural Network Techniques	2020	International Journal of Applied Research in Pharmacy	16-May-22
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Sagala, N. T. M.; Permai, S. D.	Predictive Model using SVM to Improve the Effectiveness of Direct Marketing	2021	2021 2nd International Conference on Intelligent Systems and Data Science	16-May-22
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Prediction of Consumer Behaviour using Random Forest Algorithm

Authors: H. Valecha, A. Varma, I. Khare et al.

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2018 5th IEEE Uttar Pradesh Section

Journal: International Conference on Electrical, Electronics and Computer Engineering...

Year: 2018

Volume:

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Pages: 1-6

Abstract:
In the ultramodern age of technology, anticipation of market trend is very important to observe consumer behaviour in this competitive world as trends are volatile. Building on developments in machine learning and prior work in the science of behaviour prediction, we construct a model designed to predict the behaviour of Consumer. The aim of this research paper is to examine the relation between consumer behaviour parameters and willingness to buy. First we investigate to find relationship between consumer behaviour to buy products on changing parameters such as environmental factor, organizational factor

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Valecha, Harsh; Varma, Aparna; Khare, Ishita; Sachd...	Prediction of Consumer Behaviour using Random Forest Algorithm		IEEE Pradesh Se...	19-Jul-22
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Venkatesan, R.; Kumar, V.	A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy	2004	Journal of Marketing	09-May-22
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... U svom radu *Sanders* (1987) navodi da poznavanje segmenta najprofitabilnijih potrošača može unaprijediti proces marketing odlučivanja, posebno imajući u vidu Paretoovo pravilo 80/20, odnosno da 20% kupaca čini 80% ukupnog profita. S tim u vezi, Qi sa grupom autora (2014) ističe da je važan izazov za savremene kompanije identifikovanje njihovih najprofitabilnijih kupaca.

Bez imena autora u tekstu:

... Poznavanje segmenta najprofitabilnijih potrošača može unaprijediti proces marketing odlučivanja, posebno imajući u vidu Paretoovo pravilo 80/20, odnosno da 20% kupaca čini 80% ukupnog profita (Sanders, 1987). Stoga, važan izazov sa kojim se susrijeću savremene kompanije je identifikovanje njihovih najprofitabilnijih kupaca (Qi et al., 2014).

Literatura:

Qi, J. Y., Qu, Q. X., Zhou, Y. P., & Li, L. (2014). The impact of users' characteristics on customer lifetime value raising: evidence from mobile data service in China. *Information Technology and Management*, 16(4), 273–290. <https://doi.org/10.1007/s10799-014-0200-6>

Sanders, R. (1987). The pareto principle: Its use and abuse. *Journal of Services Marketing*, 1(2), 37–40. <https://doi.org/10.1108/eb024706>

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