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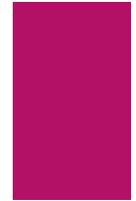
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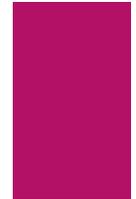
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Google Scholar search results for "marketing analytics". The search results list several articles. A dialog box titled "Cite" is open, displaying citation formats for the first article: "Marketing analytics for data-rich environments" by Michel Wedel and P. K. Kannan (2016). The citation formats shown are MLA, APA, Chicago, Harvard, and Vancouver. Below the formats are links for BibTeX, EndNote, RefMan, and RefWorks. The "Cite" button in the article's action bar is circled in red.

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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? ...

Cite

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

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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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Power, B.	How Harley-Davidson used artificial intelligence to increase New York sales leads by 2,930%	2017	Harvard Business Review	18-Jul-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 Engineeri...

Year: 2018

Volume:

Issue:

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

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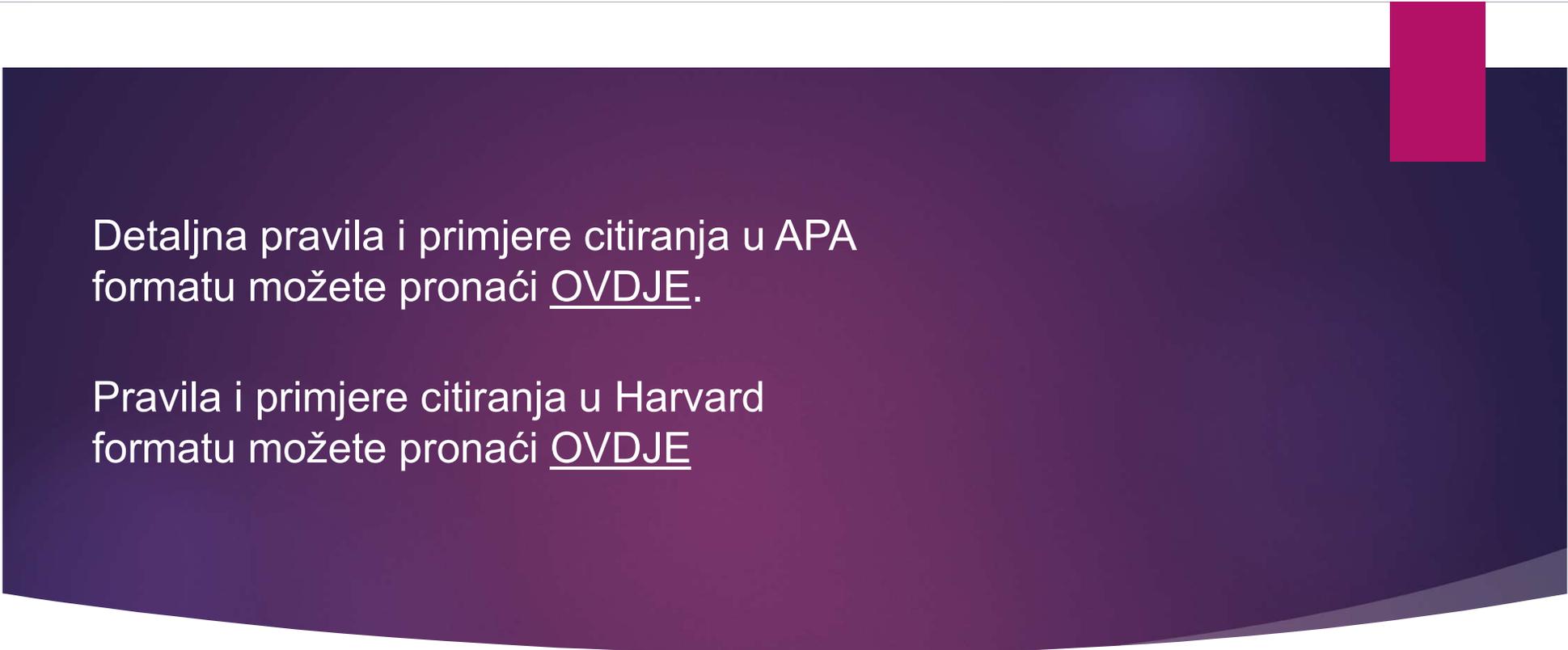
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Literatura:

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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