

**Amazon Inc.**

Name

Institution Affiliation

Course

Instructor

Date

# Part B: Marketing Data Analysis

## Internal Data

**Evaluate** internal sources of information available to you inside the organization and what information you will receive from each source. Identify 3-6 sources of internal data. Insert or remove rows as needed.

| **Source** | **What it Measures** | **Data** | **Potential Usage** |
| --- | --- | --- | --- |
| Customer satisfaction survey | Customer feelings and satisfaction with Amazon services and products | Virtual or in-person feedback | Feedback used to improve services and products  Build good rapport with customers |
| The technical details | Data collected from users | Time spent browsing each page | Preference analysis |
| Big Data Analytics | User preferences, user profiles, and most viewed products and services | Customer profile data and browser history | Used to enhance value (Wright et al., 2019)  Make informed strategic decisions in market segmentation |
| Sales and marketing data | Customers purchase and view products and services | Customer orders and searches or compare products and services | Used to  Improve services and products  Build good rapport with customers  Recommend similar products or services  know the customers better and make an informed marketing decision |
| Customer information and demographics | Customer trends, behaviors, and preferences | Customer profile data, such as browser history, search filters & queries, searched keywords, and account details | Used to personalize featured products or services  Optimize original content planning |

## Secondary Data

**Evaluate** secondary data sources and the specific information you need from each source. Insert or remove rows as needed.

| Source | What it Measures | Data | Potential Usage |
| --- | --- | --- | --- |
| Census data | Population in a specific segment | Gathering demographic details | Customer segmentation  Market share analysis |
| Data analytics | Browsing actions, time scrolling, platform searches, and content abandonment | Customer trends, behaviour on rates, searches, and time | Provide personalized recommendations on sellers, products and services |
| Online users feedback | Collect feedback from online users, and customers | Websites comments  Customer statistic ratings | Improve performance, products and services  Engage potential customers online  Enhance innovation and differentiated products |
| Customer Demographics and Information | Customer behaviour, trends and preferences | User portal data, such as browser search, time spent on item, queries, search history, and sign-up details, such as payment details and contact details | Personalize recommendations to lead people to initial sale (Janzer, 2020)  Optimize strategic planning  Forecast analysis  Personalize content marketing, such as thumbnail images |

## Primary Data

**Evaluate** primary data needs to create and evaluate the marketing plan. Insert or remove rows as needed.

| Source | What it Measures | Data | Potential Usage |
| --- | --- | --- | --- |
| Feedback voting system | Customer motives, satisfaction, and decision process | Based on ratings of products purchased, and e-commerce experiences | Improve customer experiences, satisfaction, and customer delight, and make future informed decisions |
| In-person or virtual focus group | Customer’s opinions, feedback, wants, needs, and satisfaction | Anticipate retention and needs | Establish customer behavior and trends  Improve strategies to improve product or service quality and customer experiences |
| Recommender algorithms | Browsing habits, user search and collaborative filtering history, behavior to establish specific tastes and preferences | Time spend browsing, search similarity, and access frequency | The recommender system helps determine similarity, and trends.  Amazon can filter irrelevant information to recommend the best and similar products or services. |
|  |  |  |  |
| Content Analytics | Check similar platform actions | Statistical hit rates, user clicks | Help improve strategic decisions, develop project models, and launch successful strategies |

## Customer Relationship Management

**Establish** customer touchpoints and develop appropriate CRM events for customer acquisition, retention, and profitability. Insert or remove rows as needed.

| CRM Touchpoint | Purpose & CRM Objective | Data | Potential Data Usage |
| --- | --- | --- | --- |
| Customer experiences | Enhanced agility, data-driven marketing, innovativeness and creativity | Demographics, such as age, preferences, location, and browsing history | Service diverse customers  Effectively collect customer data, track buying trends, browsing history, and customer choices |
| Product and service marketing | Mine customer portal data, define the target market, and drive profitability | Browsing patterns, demographic data, preferences, and segmentation data | Recommend newly produced similar products, direct sellers to specific demographics, and target marketing and  Improve revenue generation, and enhance and broaden the Amazon brand (Sadq et al., 2018) |
| Return buyers | Repeat buying is a sign of satisfied customers and loyalty | Behavior, trends, and preferences | Cultivate new markets, recommend new sellers, or provide similar products |
| Customer ratings | Establish customer likes and dislikes ratings | Use voting system, or thumbs up or down system | Improve product or service recommendation  Improve seller ratings |

**References**

Janzer, A. (2020). *Subscription marketing: Strategies for nurturing customers in a world of churn*. Cuesta Park Consulting.

Sadq, Z. M., Sabir, H. N., & Saeed, V. S. H. (2018). Analyzing the Amazon success strategies. *Journal of process management and new technologies*, *6*(4). <https://doi.org/10.5937/jouproman6-19264>

Wright, L. T., Robin, R., Stone, M., & Aravopoulou, D. E. (2019). Adoption of big data technology for innovation in B2B marketing. *Journal of Business-to-Business Marketing*, *26*(3-4), 281-293. <https://doi.org/10.1080/1051712X.2019.1611082>