

CUSTOMER DATA VISUALIZATION*

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For Customer Relationship Management, the Customer Data Analytics function is becoming increasingly important. Product management, marketing, and sales will all benefit from Customer Data Analytics. Similarly, methodologies that work well for financial analytics do not function well with consumer data, which is diverse and vibrant by nature. Businesses have realised that a unique customer experience is a competitive weapon that generates short-term buzz and long-term client commitment. Following this recognition, the Customer Is King concept was born. We'll look at how this process runs and functions in this study.

KEYWORDS

Customer Data Analytics, Customer Relationship Management, Management.

Introduction:

Customer analytics is the process of gathering and analysing consumer data in order to gain insight into customer behaviour and preferences in order to make strategic and tactical business choices, as well as automatically generate personalised recommendations. The creation of enormous amounts of Customer Analytics data is a positive effect of a Customer Relationship Management system.— Specifically, how to combine this data with other marketing data sources, particularly Marketing Research. The focus of this paper is on this issue. We suggest that a market-oriented organization's ability to grasp opportunities while limiting duplication and waste requires the integration of multiple marketing information sources. Market orientation is sometimes represented as requiring superior integration and use of marketing intelligence sources (Guenzi and Troilo, 2006; Maltz and Kohli, 2000; Menon and Varadarajan, 1992). Recent CRM research backs up this ten-year-old argument, arguing for

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the benefit of a cross-functional integrative approach to CRM, in which relevant knowledge from many sources is coordinated and integrated (Payne and Frow, 2006).

To give you a thought of how it functions practically speaking, let me share the instances of experiences into the income created by various client portions that a web based business retailer can get utilizing client investigation.

Of all client sections, esteem searchers produce the most reduced income (elucidating investigation). While a normal client from this portion used to purchase three items (two of which are at a rebate), presently they purchase only two limited items, which prompts the income drop by 12% (indicative examination). The logical framework gauges how much income can be acquired if these clients are offered a 3%, a 5% or a 7% coupon for their next buy upon the condition that they purchase four items (prescient investigation). Of these three situations, the framework suggests offering a 5% coupon as it will prompt the greatest income increment for this section (prescriptive investigation).

Presently as indicated by research, we found that there are for the most part four kinds of information which are momentary information, information about help/item use, Web conduct information and Information made from clients made content.

1. Transactional data

It's not difficult to clarify conditional information through retail, where each buy develops an organization's comprehension of its clients' excursions.

2. Data about service/product use

Makers can inspect the information about item use to make a superior client encounter and advance. For, a few customers from the associated vehicle area assemble tremendous data about vehicle area, a driver's conduct, the degree of fuel and liquids, the state of the brakes and any flaws distinguished by the on-board vehicle control units. This information can be utilized via vehicle makers to further develop vehicle plan and comprehend use designs.

3. Web behaviour data

An organization can examine each move that their site guests make: where they come from, which pages they open, how profound guests' commitment is, and so forth With this information close by, the organization can make pertinent substance to expand transformation rates. Internet business retailers apply this rationale to follow client conduct, distinguish client inclinations and make item proposals with the assistance of prescient examination.

4. Data from customer-created texts

Clients make a move to share their own impressions about an item or a help as an online survey or a web-based media post. Organizations can examine this substance to obtain some

much needed education about what their clients think about their image, item or administration by distinguishing patterns, perceiving a positive or negative passionate tone of each piece of text, uncovering objections and issues to address

Before starting with customer data visualization we must know what is customer data analysis. It is a process that basically involve examining the data to better understand customer purchase decision and behaviour. It is very important part of company's business plans and it is a kind of guide for all employees working in company. Using this data you can take steps according to customers need.

For analysing customer data we must have raw data and for that we must know how to collect data, so data collection is also a kind of skill. There are number of tools for collection that are google analytics, HubSpot, Mailchimp and many more.

The question firstly arises why do we customer analysis? It provides you data of your customer for analysing his behaviour and help your sales team about your customer buying frequency so this can help you for increase your sell. It can also tell you what type of offers your customer prefer and what they don't like. Your team can also predict the sell and reduce churn.

In current scenario, we had analytics on the data collected during lockdown about the mindset of customer towards the online food ordering. In we asked some questions to them like which app they prefer for ordering, how they rate their delivery service and the food service, how much money they spent on online food ordering before the pandemic and after the pandemic. Using this information we will get to know that how crowd is spending money on food ordering plus do they trust their services or not, in addition to it we can also know some reasons behind why people are not preferring online ordering services and the important one which app they most trust for service and food quality.

After the collection of data the utilization of data is also one of the important part of the procedure and for that it is important to grasp data easily so that we can work on our weakness. As we know human brain can easily detect images as they easy to understand. So by visualizing our data it is easy for us to give output according to our data. We visualize our data using the orange app in that we are able to make data tables, bar graph, line plot, etc.

Conclusion:

The native aim of doing this data visualization is to understand customers need and accordingly give our best service to him. This increases the sales of the seller and the needs of the customers too. Using this techniques we can also predict the behaviour of customer so this would be very much helpful for future work as well.

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