

Abstract

This research explores the use of predictive analytics in customer segmentation to enhance marketing strategies. With the growing volume of customer data, organizations are increasingly relying on advanced analytics to better understand consumer behaviors and preferences. This study investigates how predictive modeling techniques can be applied to segment customers more effectively, thereby enabling businesses to tailor their marketing efforts and optimize customer engagement.

The study employs a mixed-methods approach, combining quantitative data analysis with qualitative interviews. The quantitative component focuses on applying predictive analytics models to identify distinct customer segments based on purchasing patterns, demographics, and online interactions. Through statistical techniques such as clustering and regression analysis, the research aims to uncover patterns that are not immediately apparent. The qualitative phase involves interviews with marketing professionals to gain insights into the practical applications of predictive analytics and how these models influence strategic decision-making in marketing.

By integrating both data-driven findings and expert perspectives, the research offers a comprehensive view of how predictive analytics can transform customer segmentation. The study also explores the challenges and limitations of using predictive models in real-world marketing, providing actionable recommendations for businesses to improve targeting, personalization, and overall customer experience. The findings contribute to the broader understanding of predictive analytics in marketing and its potential to create more effective, data-driven strategies.