MARKETING ANALYTICS

PROF. SWAGATO CHATTERJEE
Department of Management
IIT Kharagpur

PRE-REQUISITES : Marketing Management and Basic Knowledge of R Programing

INTENDED AUDIENCE : Management

INDUSTRIES APPLICABLE TO : All analytics companies

COURSE OUTLINE :
The students of this course should have already attended Marketing Management and Introduction to Business Analytics. Therefore we expect them to know basics of marketing and business analytics tools. In this course we will combine various concepts of marketing and business analytics in storytelling and problem solving. Real life marketing problems are often solved through a sequence of quantitative approaches. Identifying that sequence in the context of various marketing problems is important. This course will help the students in building the same.

We expect that the students of the course will be able to do the following at the end of the course:

• Identify a marketing problem as a sequence of small questions
• Identify the appropriate tools and datasets required to solve each small research question
• Properly apply the various available tools and choose the best one
• Create a marketing story out of the statistical and machine learning tools applied
• Solve a marketing analytics project end to end

ABOUT INSTRUCTOR :
Prof. Swagato Chatterjee is a researcher, consultant, teacher and academician. He has over 7 years of experience in marketing, operations and analytics. He has worked with companies like Coca Cola, Times of India, Technosoft, Mitsubishi, Nomura, Yes Bank, CSC, Ernst and Young, Genpact, NTPC, Indian Oil in various consultancy and training assignments related to analytics. He has also taught in institutes like IIT Khagarpur, Narsee Monjee Institute of Management, SPJain etc. He has published in reputed international journals including Decision Support Systems, Journal of Strategic Marketing etc. He is a BTech from IIT Kharagpur and a PhD in marketing from IIM Bangalore. Currently he is an Assistant Professor in Vinod Gupta School of Management, IIT Kharagpur in the area of marketing and analytics.

COURSE PLAN :

Week 1**:** Introduction to R Programing

Week 2**:** What customers want?: Customer value, Conjoint Analysis

Week 3**:** Analytics for customer segmentation and targeting

Week 4**:** Demand Forecasting & Pricing

Week 5**:** Pricing

Week 6**:** Marketing Mix Models and Advertising Models

Week 7**:** Recommender System

Week 8**:** Market Basket Analysis and RFM Analysis

Week 9**:** Customer Churn & Customer Lifetime Value

Week 10**:** Text Mining and Sentiment Analytics

Week 11**:** Text Mining and Product Innovation Management

Week 12**:** Social Network Analysis for Marketing