

UNIVERSITI TEKNOLOGI MARA

DSC763: CUSTOMER ANALYTICS

Course Name (English)	CUSTOMER ANALYTICS APPROVED					
Course Code	DSC763					
MQF Credit	F Credit 3					
Course Description	There is a staggering amount of browsing data and buying patterns that can be found on online shop sites. Extracted customers' data such as their preferences and navigations can be used to describe their past, present and future behaviours in relation to their purchasing decisions. This course will offer insight understanding into the key areas of customer analytics: descriptive analytics, predictive analytics, prescriptive analytics, and their application to real-world business practices. By the end of this course, students will understand how data can be used to describe, explain, and predict customer behaviour.					
Transferable Skills	Customer analytics, marketing analytics					
Teaching Methodologies	Lectures, Lab Work, Discussion					
CLO	CLO1 Classify various customer analytics methods CLO2 Diagnose customers' data using predictive analytics. CLO3 Analyze an effective solution to a selected problem. CLO4 Demonstrate the proposed solution using prescriptive analytics					
Pre-Requisite Courses	No course recommendations					
Topics						
1. Understanding Customer Analytics 1.1) Handling Big Data Problems 1.2) Mining Data for Insights						
2. Descriptive Analytics 2.1) Data Exploration 2.2) Data Visualization 2.3) Descriptive Analytics						
3. Predictive Analytics 3.1) Making Use of Predictive Analytics 3.2) Developing Predictive Models 3.3) Testing Predictive Models 3.4) Implementation of Predictive Model						
 4. Prescriptive Analytics 4.1) Introduction to Prescriptive Analytics 4.2) Prescriptive Analytics Applications 						

Assessment Breakdown	%
Continuous Assessment	100.00%

Continuous Assessment Assessment Type Assessment Assignment Assignment Assignment Assignment (10%) to assess the level of selected problem. % of Total Mark CLO Mark Assignment Assignment Assignment Assignment (20%) to assess the level of competency in diagnosing.customers' data using predictive analytics 20% CLO2 Final Test Final Test Final Test Final Test Assignment Group Project (15%) to assess the level of scientific skill in proposing effective solutions to a selected problem. 30% CLO2 Group Project Group Project (15%) to assess the level of competency in diagnosing.customers' data using predictive analytics 15% CLO2 Presentation Group Project (15%) to assess the level of competency in demonstrating the proposed solution (comunication skill) 15% CLO4 Quiz (10%) to assess the level of knowledge and understanding of classifying various customer analytics methods 10% CLO1 Reading List Reference Book Resources Tom Chavez, Vivek Vaidya, Chris O'Hara 2018, Data Driver: Harnessing Data and Al to Reinvent Customer Engagement, First Edition Ed., McGraw-Hill Education [ISBN: 1260441539] Wike Grigsby 2016, Marketing Analytics: A Practical Guide to Improving Consumer Insights Using Data Techniques, Second Edition Ed., Kogan Page [ISBN: 978-074942715] Omer Artun and Dominique Levin 2015, Predictive Marketing: Artificial Intelligence for Marketing Operations [ISBN: 978-069214260] Nike Grigsby 2016, Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyathy	Details of							
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