

Effective CRM Using Predictive Analytics

Book by Antonios Chorianopoulos

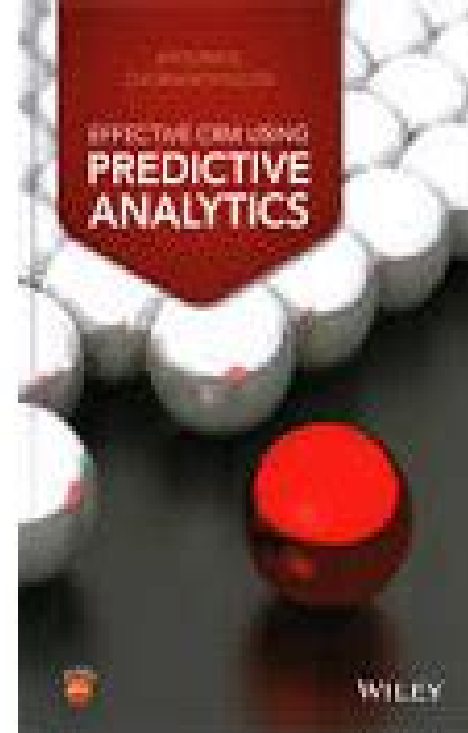
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Online Effective Crm Using Predictive Analytics

Prof. Reeta Kumari, Dr. Manpreet Kaur



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featuring material from each case study including datasets and relevant code Combining data mining and business knowledge this practical book provides all the necessary information for designing setting up executing and deploying data mining techniques in CRM Effective CRM using Predictive Analytics will benefit data mining practitioners and consultants data analysts statisticians and CRM officers The book will also be useful to academics and students interested in applied data mining *Digital Marketing Expert Diploma (Master's level) - City of London College of Economics - 10 months - 100% online / self-paced* City of London College of Economics, Overview In this course you will learn all you need to know to become a Digital Marketing Expert As you surely know Digital Marketing Specialists are in high demand and well paid Content Digital Marketing Strategy Market Research Crowdsourcing Web Development and Design Writing for the Web Mobile Development Email Marketing Online Advertising Affiliate Marketing Search Engine Marketing Search Engine Optimisation PPC Advertising And much more Duration 10 months Assessment The assessment will take place on the basis of one assignment at the end of the course Tell us when you feel ready to take the exam and we ll send you the assignment questions Study material The study material will be provided in separate files by email download link *Next-Gen Digital Marketing: Transforming Customer Experience in the Digital Era* Prof. Reeta Kumari,Dr. Manpreet Kaur,2025-04-28

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