**Shree Bhairavnath Shikshan Prasarak Mandal’s**

**ADHALRAO PATIL INSTITUTE OF MANAGEMENT AND RESEARCH**

**Home Assignment 2023**

**217 SE – IL - BA - 01Marketing Analytics**

Q. 1) Elaborate segmentation in data analytics?

Q. 2) Elaborate Modeling new Marketing Initiatives?

Q. 3) How to conduct customer segmentation analysis.

Q. 4) What is Growth Analytics? How do you measure customer growth?

Q. 5) Short Notes

1. RFM Analysis
2. Multi Dimensional Scailing (MDS)

**\*\*\*\*\*\* ALL the BEST \*\*\*\*\*\***