Performing a customer behavior analysis is becoming increasingly important for reasons including content personalization, customer value, content optimization, and customer retention. In relevant examples, a research study conducted by Accenture (2017) indicated that 41% of customers switched companies in 2017 due to poor personalization while 49% asserted that they expect special recognition when they are a “good customer.” The purpose of this assignment is to conduct a customer behavior analysis. Students are required to select a company’s product or service that is being sold in an online platform such as Amazon and Instagram where they could have access to a high number of customer reviews. The instructor must approve this selection.

To conduct a customer behavior analysis, students must complete the following steps: Segment your audience. Identify the key benefits for each group. Allocate quantitative data (e.g., subscription data, social media insights, and product usage reports). Compare your quantitative and qualitative data to identify some recurring trends. Apply your analysis to a campaign by offering recommendations to improve the company’s existing marketing efforts. Following the completion of the above steps, students should briefly explain how Artificial Intelligence is influencing customer behavior analysis. In addition, students should conduct some research to find at least three (3) customer behavior analytics platforms that might benefit the selected company. Students will provide a short description of each platform and justify its potential benefits. This paper will be 3-5 pages (excluding cover page and reference page); APA writing conventions should be followed with a minimum of three (3) sources referenced and cited.