Predictive Marketing Challenges and Big Data

Mots clés :
● Directeur de thèse : TALEL ABDESSALEM
● Co-encadrant(s) :
● Unité de recherche : Laboratoire Traitement et Communication de l'Information
● Ecole doctorale : École Doctorale Informatique, Télécommunications, Électronique de Paris
● Domaine scientifique principal : Divers

Résumé du projet de recherche (Langue 1)

The explorations in big data continue to create opportunities and challenges for businesses and marketers. Part of the benefits of big data evolution include access to huge quantities of data concerning customer buying behavior and preferences, and using this data to inform new product development, launching and target marketing. Nevertheless, this information and data is only relevant for making marketing decisions when it is in formats allow easy and real time generation of insights. Unfortunately, big data available is highly unstructured, ambiguous and very complex, causing serious challenges for predictive digital marketing. Some of the predictive marketing challenges arising from the big data evolution include, defining predictors, generating real time results, data visualization, and data mining and cleansing. Part of the problem for predictive marketing in the context of big data has been identified in the underdeveloped and highly limited predictive modeling techniques. The purpose of this research project proposal is to explore the predictive marketing challenges of big data and provide a framework for addressing these challenges.