

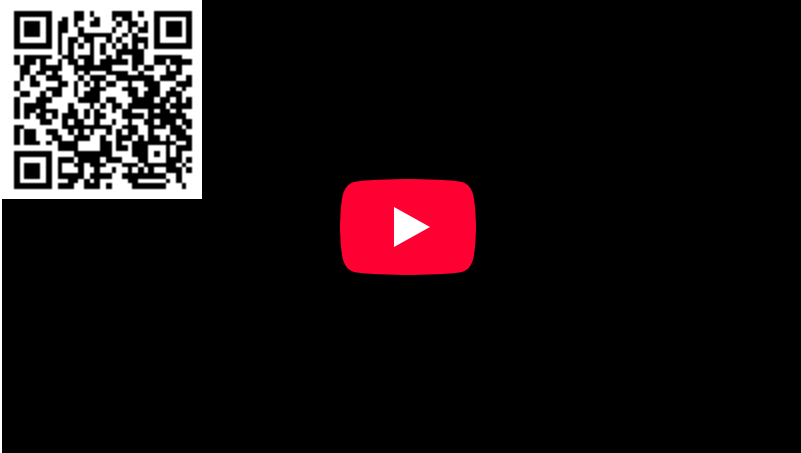
## 7.8: Introduction to Analyzing the Customer Database

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### What you'll learn to do: Examine the objectives for analyzing the customer database

We will explore some of the techniques behind customer retention and customer loyalty programs. How does a retailer identify their best customers? What is market basket analysis and how does it help retailers tailor their product mix? How do retailers leverage their information systems to retain their best customers? What are the tactics used in a customer loyalty program?

### Video - How to analyze customer data (Part 1)



### Video - How to analyze customer data (Part 2)



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