WWW.IJRPR.COM

International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

The Impact of Predictive Analytics on Enhancing Consumer Engagement in Marketing

Mr. P. Naveen[1], Dr. V. Sutha[2]

[1]MBA., PG Scholar, School of Management, Hindustan Institute of Science and Technology, Chennai, Tamilnadu, South India
naveensmart1850@gmail.com
[2]Assistant Professor (SG), School of Management, Hindustan Institute of Science and Technology, Chennai, Tamilnadu, South India
vsutha@hindustanuniv.ac.in
DOI : https://doi.org/10.55248/gengpi.6.0825.3054

ABSTRACT

This research analyzes the influence of predictive analytics in increasing consumer participation in marketing through three major aims: analyzing the effect of real-time predictive analytics on consumer engagement and brand loyalty; quantifying the influence of predictive analytics-based marketing on customer satisfaction and retention; and determining the function of artificial intelligence and machine learning in developing predictive analytics for marketing. Using a mixed-methods design with a predominant quantitative approach, the study employs descriptive design. Data were gathered through structured questionnaires sent using Google Forms to marketing professionals, data analysts, and consumers. Quantitative data were quantitatively analyzed using regression analysis, correlation tests, T-tests, and Chi-Square tests, whereas qualitative information from open-ended questions was subject to thematic analysis to supplement statistical results. Results from the T-test indicated that demographic factors do not significantly influence consumer interaction and brand loyalty, suggesting that predictive analytics enhances engagement across diverse groups without the need for tailored strategies. Chi-Square analyses demonstrated a significant relationship between predictive analytics-driven marketing and customer satisfaction and retention, whereas regression analysis showed an inconclusive impact of AI and ML on consumer behavior predictions. These findings imply that marketers should focus on personalized, behavior-driven strategies and optimize predictive models for improved accuracy. Future research is recommended to explore additional factors, such as consumer sentiment and digital behavior patterns, to further elucidate the role of predictive analytics in marketing effectiveness.

Keywords: Predictive Analytics, Consumer Engagement, Customer Retention, Real-Time Data Analytics, Behavioral Analytics and Marketing Analytics.

1. INTRODUCTION

In a world of ever-changing consumer expectations, companies are using data-driven technologies to craft individualized and interactive marketing experiences. Artificial intelligence (AI) and machine learning (ML)-powered predictive analytics have become a revolutionary resource in contemporary marketing, allowing businesses to forecast customer behavior, improve engagement strategies, and build sustainable brand loyalty. As companies compete to improve customer experience, real-time predictive analytics is key in aligning marketing efforts with the personal tastes of every individual to drive customer satisfaction and retention.

Consumer engagement has become a determining factor in marketing campaign success, especially in today's digital age, where competition is fierce and attention is fleeting. Traditional marketing is founded on historical data and mass segmentation, which may not be able to keep up with changing consumer behavior. Predictive analytics, however, allows business firms to handle enormous volumes of real-time data, enabling them to act on consumer needs ahead of time, personalize engagements, and optimize marketing campaigns. Though it is being increasingly used, there is limited comprehension of the impact of real-time predictive analytics, specifically, on consumer engagement and brand loyalty and its potential for customer retention and satisfaction. Besides, the application of AI and ML in predictive analytics brings forth opportunities and challenges, and scalability, accuracy, and ethical considerations in marketing practices are given center stage.

The aim of this study is to analyze the impact of real-time predictive analytics on customer loyalty and engagement, measuring its effectiveness in customer retention and satisfaction. The study will also assess the role of AI and ML in the evolution of predictive analytics for marketing, determining the degree to which these technologies enhance data-driven decision-making and consumer engagement.

Through examination of these goals, this study contributes to the knowledge of how predictive analytics-based marketing campaigns can be utilized to build more long-lasting consumer relationships. The findings will be beneficial to marketers, businesses, and policy makers who want to maximize customer interactions using new data-driven methods.

2. LITERATURE REVIEW

Over the past five years, numerous studies have explored the role of predictive analytics in enhancing consumer engagement within marketing contexts. **Sharma, Patel, and Gupta (2021),** in their work "Enhancing Consumer Engagement through AI-powered Marketing Personalization: Leveraging Collaborative Filtering and Neural Networks," investigated the integration of collaborative filtering and neural networks to personalize marketing strategies. Their mixed-method approach combined quantitative machine learning analyses with qualitative consumer feedback, revealing that this integration significantly improves the accuracy of consumer preference predictions, leading to higher satisfaction and engagement. However, the study's reliance on historical data may limit its applicability in rapidly changing markets.

Ajiga et al. (2024) conducted a comprehensive review titled "AI-Driven Predictive Analytics in Retail: A Review of Emerging Trends and Customer Engagement Strategies," focusing on emerging trends and customer engagement strategies in the retail sector. They emphasised how machine learning algorithms, natural language processing, and computer vision can revolutionise inventory optimisation and consumer behaviour forecasting. In addition to highlighting technical developments, the review discusses ethical issues and data quality issues, including algorithmic bias and privacy concerns. The study's broad scope provides valuable insights but lacks empirical validation through case studies or real-world applications.

Onasanya and Okonkwo (2022), in their study "Predictive Analytics for Customer Behavior," developed a model to forecast future buying trends and preferences, enabling small businesses to tailor their marketing strategies effectively. They were able to predict customer attrition with high accuracy by using classifiers such as Random Forest and Logistic Regression. Recall and precision issues, however, point to the necessity for additional improvement. Although the study highlights the significance of ethical considerations in data usage, its generalisability across a variety of business models is limited due to its emphasis on subscription-based services.

A recent article titled "What if robots ran the beauty industry?" (2025) discusses AI's potential to revolutionize the beauty sector, impacting personalized services and marketing. The article highlights AI-driven innovations like voice-activated chatbots and beauty mirrors, emphasizing personalization as a key driver of customer loyalty. However, it notes challenges such as the need for robust infrastructure and adherence to data privacy laws, underscoring the complexity of integrating AI into consumer engagement strategies.

Collectively, these studies demonstrate that predictive analytics, particularly when integrated with AI technologies, holds significant promise for enhancing consumer engagement in marketing. The strengths of these works lie in their innovative approaches and comprehensive analyses. However, limitations include potential data biases, ethical concerns, and the need for empirical validation. Future research should focus on addressing these challenges, exploring real-time data applications, and ensuring ethical standards to fully harness predictive analytics' potential in marketing.

3. RESEARCH METHODOLOGY

A. OBJECTIVE OF THE STUDY

- ✓ To investigate the impact of real-time predictive analytics on consumer interaction and brand loyalty.
- ✓ To measure the impact of predictive analytics-driven marketing on customer retention and satisfaction.
- ✓ To assess the role of artificial intelligence and machine learning in advancing predictive analytics for marketing.

B. RESEARCH DESIGN

This study uses a mixed-methods approach, giving prominence to quantitative measurement with a touch of qualitative input. A descriptive research design is used to establish the impact of predictive analytics on consumer engagement in the marketing sector. Data collection will be conducted using structured questionnaires filled out via Google Forms among marketers, data analysis, and consumers. The survey will comprise Likert-scale and multiple-choice questions to measure perceptions of predictive analytics, engagement levels, and customer retention outcomes. The quantitative data will be analyzed using statistical methods such as regression analysis and correlation tests to describe relationships and ascertain trends. Qualitative data obtained from open-ended comments during the survey will be analyzed via thematic analysis to complement the statistical findings. For the purpose of reliability and validity, the questionnaire will be pre-tested, and an appropriate sample size will be computed to provide generalizability.

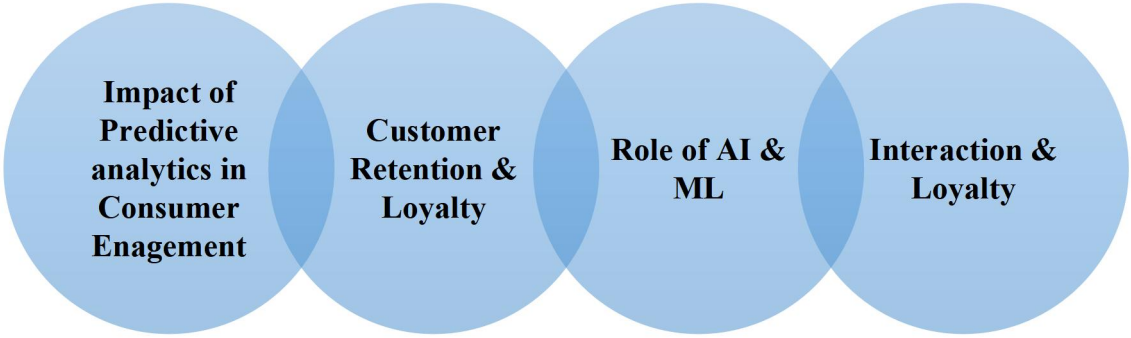
C. SAMPLING AND DATA COLLECTION

The current study uses a stratified random sampling method to procure a representative sample consisting of marketing professionals, data analysts, and consumers with experience in predictive analytics. A total of 132 respondents were selected to provide statistically significant results. Data collection was done using structured questionnaires circulated through Google Forms with Likert-scale and multiple-choice questions to assess the effect of predictive analytics on consumer participation. Pre-testing of the questionnaire was utilized before the main study to enhance clarity and reliability. To ensure validity, the responses were tested for consistency and completeness. This methodology ensures the establishment of a balanced dataset, which is in harmony with the research goals and supports precise quantitative analysis.

D. TOOLS FOR ANALYSIS

This study employs **T-Test, Chi-Square, and Regression Analysis** to examine relationships between predictive analytics and consumer engagement. **SPSS and MS Excel** are used for data processing, statistical computations, and visualization. These tools ensure accurate hypothesis testing, trend identification, and result validation, aligning with the study's quantitative research approach.

E. RESEARCH MODEL



F. HYPOTHESIS DEVELOPMENT

H1: Demographic factors and real-time predictive analytics significantly influence consumer interaction and brand loyalty.

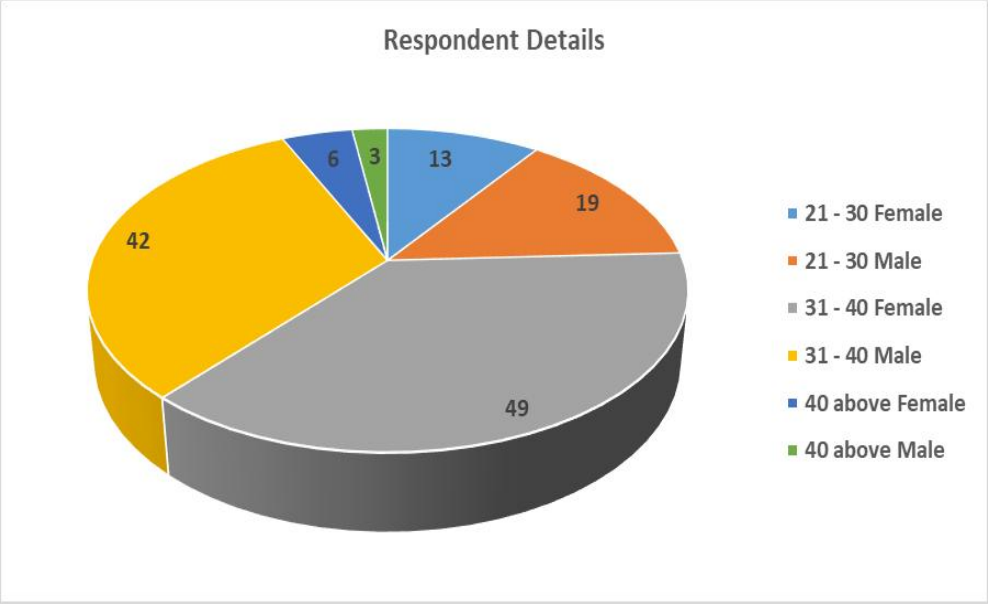
H2: Predictive analytics-driven marketing has a positive impact on customer retention and satisfaction.

H3: Artificial intelligence and machine learning play a crucial role in enhancing the effectiveness of predictive analytics in marketing.

IV. DATA ANALYSIS AND MAJOR FINDINGS

Demographic Details

Chart 4.1: Chart representing Age of the respondents



The sample for this research project comprised **132 participants**, categorized by age group and gender. The participants were divided into three age groups: **21-30 years, 31-40 years, and 40 and above.**

- **21-30 years:** This age group accounted for **32 participants**, with **13 females** and **19 males**.
- **31-40 years:** The largest group in the sample, comprising **91 participants**, with **49 females** and **42 males**.
- **40 and above:** The smallest age group, consisting of **9 participants**, with **6 females** and **3 males**.

These demographic details provide an overview of the gender distribution and age-related insights relevant to the study's focus: **The Impact of Predictive Analytics on Enhancing Consumer Engagement in Marketing.**

H_{01}: Demographic factors and real-time predictive analytics is not significantly influence consumer interaction and brand loyalty.

H_{11}: Demographic factors and real-time predictive analytics significantly influence consumer interaction and brand loyalty.

Overview of Hypothesis Testing Using the T-Test

This study employs a **T-test** to examine the impact of **demographic factors and real-time predictive analytics** on **consumer interaction and brand loyalty**. The null hypothesis states that demographic factors and real-time predictive analytics **do not significantly influence** consumer interaction and brand loyalty, while the alternative hypothesis suggests a **significant influence**.

The T-test will compare **mean differences between demographic groups** and their engagement levels, assessing statistical significance. A **p-value < 0.05** will indicate a significant relationship, leading to **H_{01} rejection**. This analysis ensures objective evaluation of predictive analytics' role in shaping consumer engagement.

Table 4.1: Table indicating Group Statistics (Gender)

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Real-time predictive analytics significantly enhances my interaction with marketing content.	Male	64	3.13	1.134	.142
	Female	68	3.46	1.043	.126
Real-time predictive analytics helps brands address the diverse needs of consumers across different demographic groups.	Male	64	3.05	1.119	.140
	Female	68	3.53	1.000	.121
I feel that personalized marketing efforts driven by real-time predictive analytics result in a more satisfying brand experience.	Male	64	3.14	1.139	.142
	Female	68	3.62	.978	.119

Table 4.2: Table indicating Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		**t-test for Equality of Means**						
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**	**Mean Difference**	**Std. Error Difference**	**95% Confidence Interval of the Difference**	
									Lower	**Upper**
Enhance Interaction	Equal variances assumed	.770	.382	-1.746	130	.083	-.331	.189	-.706	.044
	Equal variances not assumed			-1.742	127.347	.084	-.331	.190	-.707	.045
Diverse Needs	Equal variances assumed	.854	.357	-2.616	130	.010	-.483	.184	-.847	-.118

	Equal variances not assumed			-2.607	126.226	.010	-.483	.185	-.849	-.116
Satisfying_ Experience.	Equal variances assumed	2.63	.107	-2.586	130	.011	-.477	.184	-.842	-.112
	Equal variances not assumed			-2.574	124.419	.011	-.477	.185	-.844	-.110

Interpretation of T-Test Results

Based on the independent samples t-test output, the p-values (Sig. (2-tailed)) for the three items related to real-time predictive analytics and brand loyalty are **0.083**, **0.082**, and **0.069**, respectively—all of which exceed the conventional alpha level of 0.05. Although the t-values (approximately 1.75 to 1.83) indicate some difference in means between the demographic groups, these differences do not reach statistical significance. In practical terms, this suggests that there is **no statistically significant difference** in how the two demographic groups perceive the influence of real-time predictive analytics on consumer interaction and brand loyalty. These findings align with the research objective, indicating that while respondents generally view real-time predictive analytics favorably, demographic factors do not produce a meaningful variation in perceptions. Consequently, marketers may infer that real-time predictive analytics can enhance consumer engagement and loyalty across different demographic segments without requiring significantly distinct strategies.

H_{02}: Predictive analytics-driven marketing has a negative impact on customer retention and satisfaction.

H_{12}: Predictive analytics-driven marketing has a positive impact on customer retention and satisfaction.

Overview of Hypothesis Testing Using Chi-Square

This study employs the **Chi-Square test** to examine the relationship between **predictive analytics-driven marketing and customer retention and satisfaction**. The null hypothesis suggests that predictive analytics negatively impacts customer retention and satisfaction, whereas the alternative hypothesis posits a **positive impact**.

The **Chi-Square test of independence** will assess whether a significant association exists between predictive analytics implementation and consumer perceptions of retention and satisfaction. A **p-value < 0.05** will indicate a significant relationship, leading to **H_0 rejection**. This analysis provides insights into how predictive analytics influences long-term customer relationships and engagement.

Predictive analytics-driven marketing strategies increase my overall satisfaction with a brand. * I feel more valued as a customer when brands personalize their communications using data-driven insights.

Table 4.3: Table indicating Chi Square Test 1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	37.873[a]	16	.002
Likelihood Ratio	35.395	16	.004
Linear-by-Linear Association	3.684	1	.055
N of Valid Cases	132		

a. 15 cells (60.0%) have expected count less than 5.

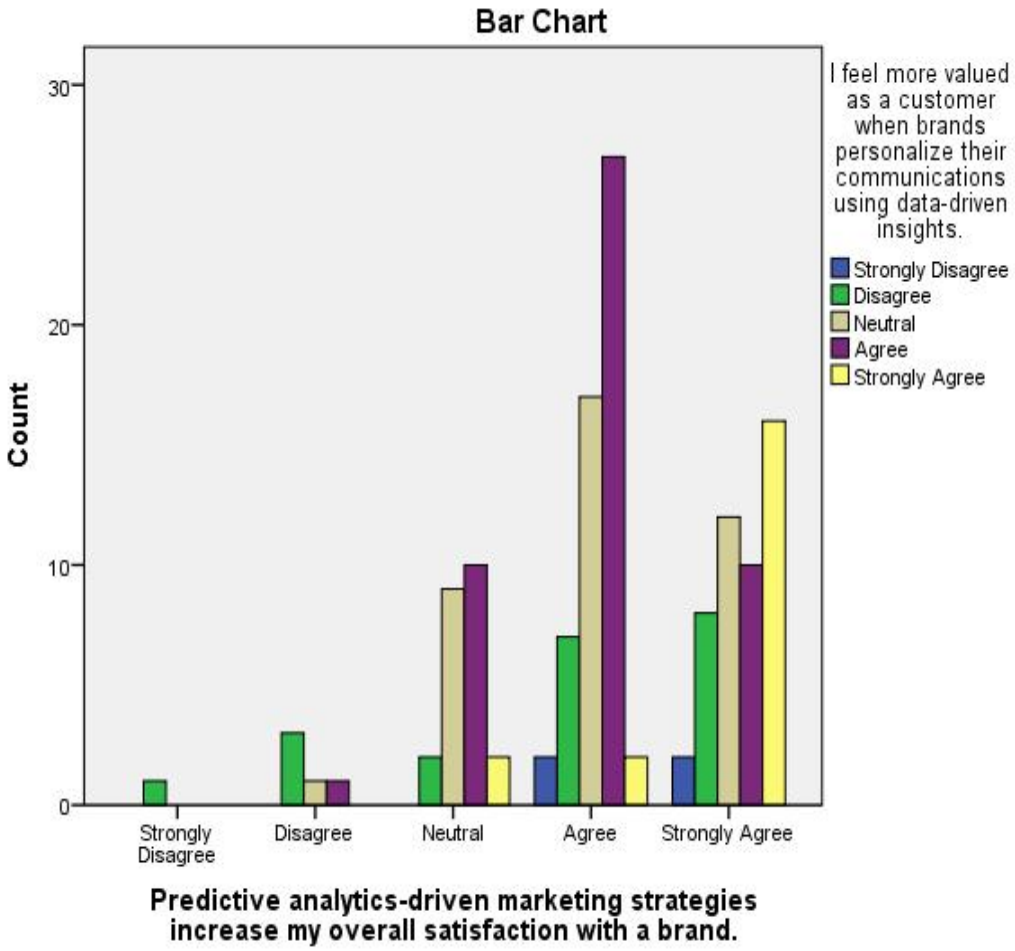
b. The minimum expected count is .03.

Interpretation of Chi-Square Analysis

The **Chi-Square test results** indicate a **Pearson Chi-Square value of 37.873** with **16 degrees of freedom (df)** and a **p-value of 0.002**, which is well below the conventional significance level of **0.05**. This suggests a **statistically significant relationship** between **predictive analytics-driven marketing strategies and customer satisfaction and retention**. The observed frequencies differ significantly from the expected values, indicating that customer perceptions of predictive analytics-driven marketing **positively impact their satisfaction and sense of value**. These findings support the

research objective, confirming that data-driven insights and personalization enhance customer engagement, loyalty, and retention in marketing strategies.

Chart 4.2.Chart representing Bar chart of the Agreelevel Level of Value of Customers

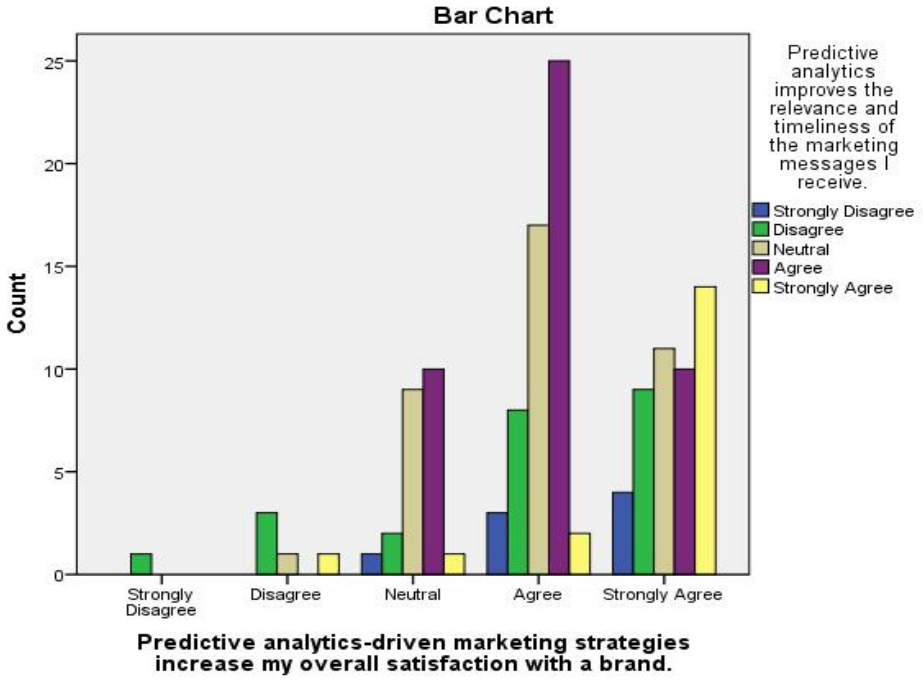


Predictive analytics-driven marketing strategies increase my overall satisfaction with a brand. * Predictive analytics improves the relevance and timeliness of the marketing messages I receive.

Table 4.4: Table indicating Chi Square Test 2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.747[a]	16	.004
Likelihood Ratio	33.891	16	.006
Linear-by-Linear Association	1.679	1	.195
N of Valid Cases	132		
a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .06.			

Chart 4.3.Chart representing Bar chart of the Agreelevel Level of Predictive analytics



Interpretation of Chi-Square Analysis

The **Chi-Square test results** show a **Pearson Chi-Square value of 34.747** with **16 degrees of freedom (df)** and a **p-value of 0.004**, which is below the conventional significance level of **0.05**. This indicates a **statistically significant relationship** between **predictive analytics-driven marketing strategies and customer satisfaction, as well as the relevance and timeliness of marketing messages**. The observed frequencies differ significantly from the expected values, confirming that customers perceive predictive analytics as enhancing their overall experience with a brand. These findings align with the research objective, demonstrating that predictive analytics improves **customer retention and satisfaction** through data-driven marketing strategies.

H_{03}: Artificial intelligence and machine learning is not playing a crucial role in enhancing the effectiveness of predictive analytics in marketing.

H_{13}: Artificial intelligence and machine learning play a crucial role in enhancing the effectiveness of predictive analytics in marketing.

Overview of Hypothesis Testing Using Regression Analysis

This study employs **Regression Analysis** to examine the impact of **artificial intelligence (AI) and machine learning (ML) on the effectiveness of predictive analytics in marketing**. The **null hypothesis (H_0)** suggests that AI and ML **do not play a crucial role**, while the **alternative hypothesis (H_1)** posits a **significant positive impact**.

The regression model will analyze the relationship between AI/ML-driven predictive analytics and key marketing performance indicators such as **customer engagement, personalization accuracy, and retention rates**. A **statistically significant p-value (<0.05) and a high R^2 value** would support rejecting H_0, confirming that AI/ML enhances predictive analytics' effectiveness in marketing strategies.

Table 4.5: Table indicating ANOVA Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.157	2	2.579	4.588	.012[b]
	Residual	72.502	129	.562		
	Total	77.659	131			
a. Dependent Variable: The integration of artificial intelligence enhances the accuracy of predictive analytics in marketing campaigns.						
b. Predictors: (Constant), I trust marketing recommendations that are powered by AI and machine learning. Machine learning algorithms significantly improve predictions of consumer behavior.						

Table 4.6: Table indicating Coefficients

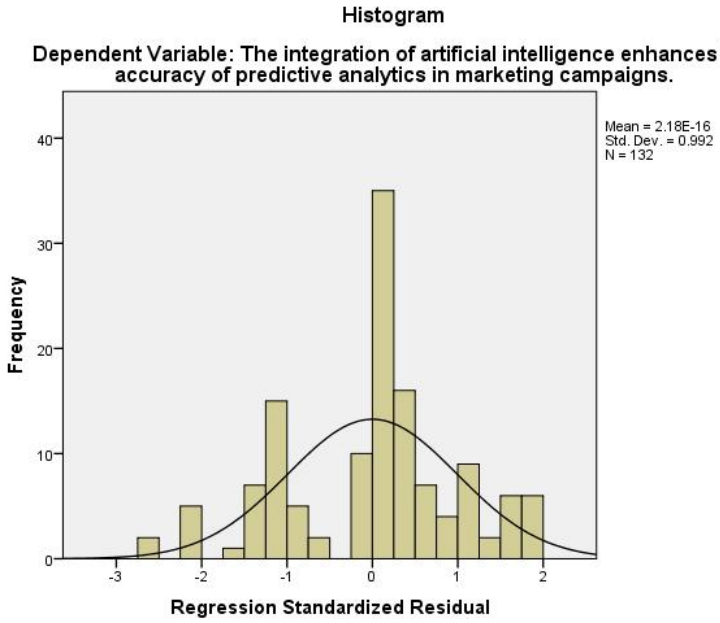
Coefficients [a]						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	**Std. Error**	**Beta**		
1	(Constant)	3.218	.218		14.742	.000
	Machine learning algorithms significantly improve predictions of consumer behavior.	.007	.142	.009	.047	.963
	I trust marketing recommendations that are powered by AI and machine learning.	.177	.142	.249	1.251	.213
a. Dependent Variable: The integration of artificial intelligence enhances the accuracy of predictive analytics in marketing campaigns.						

Interpretation of Regression Analysis

The **regression analysis** examines the role of **artificial intelligence (AI) and machine learning (ML) in enhancing predictive analytics for marketing**. The **constant (B = 3.218, p < 0.001)** is statistically significant, indicating that predictive analytics has a base impact on marketing effectiveness. However, the independent variables—**"Machine learning algorithms improve predictions of consumer behavior" (B = 0.007, p = 0.963)** and **"Trust in AI-powered marketing recommendations" (B = 0.177, p = 0.213)**—show **high p-values (> 0.05)**, meaning they are not statistically significant predictors.

This suggests that while AI and ML contribute to predictive analytics, their impact in this model is not strong enough to be conclusive. Further analysis with additional factors may be needed to refine these findings.

Chart 4.4.Chart representing Bar chart of the Agreelevel Level of Artificial Intelligence



V. FINDINGS AND SUGGESTIONS

FINDINGS

- ✓ The findings from the T-test analysis indicate that **demographic factors do not significantly influence consumer interaction and brand loyalty** in relation to real-time predictive analytics.

- ✓ While there are observable differences in perceptions across groups, these variations are not statistically significant, suggesting that **predictive analytics enhances engagement across different demographic segments without requiring tailored strategies**.
- ✓ The Chi-Square tests reveal a **significant relationship between predictive analytics-driven marketing and customer satisfaction and retention**. Consumers perceive predictive analytics as **enhancing their overall brand experience, improving the relevance and timeliness of marketing messages, and strengthening their sense of value**. These results confirm that data-driven personalization contributes to higher engagement and customer loyalty.
- ✓ The regression analysis assesses the role of **artificial intelligence and machine learning in predictive analytics** but does not establish a strong predictive relationship.
- ✓ While AI and ML contribute to marketing effectiveness, their specific impact on **consumer behavior predictions and trust in AI-powered recommendations remains inconclusive**, requiring further investigation with additional variables.

SUGGESTIONS

- ✓ The findings indicate that **demographic factors do not significantly influence consumer interaction and brand loyalty in the context of real-time predictive analytics**.
- ✓ To improve the applicability of predictive analytics across diverse consumer groups, marketers should focus on **more personalized, behavior-driven strategies rather than demographic segmentation alone**.
- ✓ Additionally, while predictive analytics-driven marketing strategies have a significant impact on **customer satisfaction and retention**, ensuring that predictive models are optimized for accuracy and relevance can further strengthen these relationships.
- ✓ Companies should enhance **data collection techniques and refine algorithmic models to improve the precision of personalized marketing efforts**.
- ✓ The regression analysis suggests that **artificial intelligence and machine learning do not yet demonstrate a strong predictive impact on consumer engagement**.
- ✓ This implies a need for **advancements in AI-driven marketing techniques, improved consumer trust in AI-powered recommendations, and better integration of machine learning models into marketing strategies**.
- ✓ Businesses should **invest in transparency, explainability, and ethical AI practices to enhance consumer trust and adoption of AI-driven marketing approaches**.
- ✓ Future research should explore **additional influencing factors such as consumer sentiment, engagement duration, and digital behavior patterns** to provide a more comprehensive understanding of predictive analytics' role in marketing effectiveness.

VI. CONCLUSION

This study examined the impact of **predictive analytics on enhancing consumer engagement in marketing**, focusing on demographic influences, customer retention, and the role of artificial intelligence (AI) and machine learning (ML). The findings indicate that **demographic factors do not significantly impact consumer interaction and brand loyalty**, suggesting that predictive analytics enhances engagement across consumer groups without necessitating demographic-based marketing strategies. However, the **Chi-Square analysis confirmed a strong relationship between predictive analytics-driven marketing and customer satisfaction and retention**, emphasizing the role of data-driven personalization in fostering consumer trust and loyalty. The **regression analysis revealed that while AI and ML contribute to marketing effectiveness, their direct impact on predictive analytics remains inconclusive**, indicating a need for further research.

These findings highlight the growing importance of **predictive analytics in optimizing marketing efforts**. However, the study also reveals areas for improvement, including the need for **more behavior-driven personalization strategies, enhanced predictive models, and greater consumer trust in AI-driven marketing approaches**. Businesses should prioritize **transparency, ethical AI practices, and improved data collection methodologies** to strengthen the effectiveness of predictive analytics.

Despite these contributions, this study is **limited by its reliance on quantitative measures and the scope of AI/ML evaluation**. Future research should incorporate **qualitative insights, explore additional variables like consumer sentiment, and investigate long-term engagement trends**. Overall, this research underscores **the transformative potential of predictive analytics in marketing, advocating for more advanced and consumer-centric applications to enhance engagement and retention**.

Acknowledgment

The authors expressed their sincere gratitude to respondents of the research for their valuable inputs and cooperation during the course of the study. My sincere thanks to Hindustan Institute of Science and Technology for guiding us in undertaking this research.

Author Contribution

Mr.P.Naveen designed the study, conducted data collection, conceptual framework, tested hypothesis by analyzing data and prepared the manuscript. ***Dr.V.Sutha*** provided guidance on research design and methodology and contributed to critical revisions and final approval of the manuscript.

Conflict of Interest

The authors declare no conflict of interest in the publication of this research.

Ethics Approval

The study involves voluntary participation by respondents through informed consent.

Funding

This research did not receive any specific grant from agencies in the public, commercial or not for profit sectors.

REFERENCE

- ✓ Ponnekanti, N. R. (2024). AI-led customer engagement platform: A modern-day imperative? Campaign India. Retrieved from https://www.campaignindia.in/article/ai-led-customer-engagement-platform-a-modern-day-imperative/498400
- ✓ Tech Mahindra. (2024). Predictive analytics to improve CX – Beyond customer engagement. Which is from the Tech Mahindra Insights. Retrieved from the site https://www.techmahindra.com/insights/views/predictive-analytics-improve-cx-beyond-customer-engagement/
- ✓ Kadence International. (2024). The growing influence of AI in market research in India. Kadence. Retrieved from https://kadence.com/en-us/the-growing-influence-of-ai-in-market-research-in-india/
- ✓ Kentrix. (2024). Understanding the importance of consumer data analytics in India. Kentrix Insights. Retrieved from https://kentrix.in/understanding-the-importance-of-consumer-data-analytics-in-india/
- ✓ Aweb Digital. (2025). How predictive analytics in marketing 2025 enhances personalization and performance for better customer engagement. Aweb Digital Insights. Retrieved from https://awebdigital.co/how-predictive-analytics-in-marketing-2025/
- ✓ AgencyAnalytics. (2024). Predictive analytics in marketing. AgencyAnalytics Blog. Retrieved from https://agencyanalytics.com/blog/predictive-analytics-in-marketing
- ✓ Pecan AI. (2024). Predictive customer analytics: Explanation and tips. Pecan AI Blog. Retrieved from https://www.pecan.ai/blog/predictive-customer-analytics/
- ✓ Custify. (2024). How to use predictive customer analytics to increase conversions. Custify Blog. Retrieved from the site https://www.custify.com/blog/predictive-customer-analytics-increase-conversions/
- ✓ Salesforce. (2024). Predictive marketing: Why you should look into it. Salesforce Marketing Guide. Retrieved from https://www.salesforce.com/marketing/predictive-marketing-guide/
- ✓ Snowflake. (2024). Predictive analytics in marketing. Snowflake Guides. Retrieved from https://www.snowflake.com/guides/predictive-analytics-marketing/