Optilytics Data

Customer Analytics

Happy and growing customers create happy and growing businesses. It is important to execute and maintain healthy customer analytics. Analytics tell the story of the customer's actions and attitudes and demonstrate how we can help customers remain happy with a desire to purchase our products. According to Jeff Suaro's book *Customer Analytics for Dummies*, the definition of Customer Analytics is "the efforts and activities of product development, marketing, sales and services driven to anticipate and fulfill customer needs."

Here are a few of his tips for Customer Analytics….

- Brand Awareness: reviews the awareness of your business to the intended target audience
- Customer Revenue: "measures revenue generated by each customer and which customer segments are responsible for the majority of your revenue."
- Completion Rate: this measures customer satisfaction and loyalty. This reviews the number of customer repurchases, items that are customer favorites and other reoccurring customer actions.

Contact Optilytics Data to understand how these and other metrics can be helpful to your business and how to successfully track these KPIs. For further case studies and business uses download our playbook.