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Authoring Organization: Rio Salado College

Written by: Lori Wieters

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Lesson 2: Customer Analytics

Key Terms and Definitions

Term	Definition
Behavioristic Information	The study and classification of people according to their actions in the market place
Customer Analytics	A process by which data from customers' behaviors, demographics, and psychographics is used to help make key business decisions
Psychographics	The study and classification of customers according to their attitudes, personalities, values, activities, and other psychological criteria
Purchase Power	The amount of goods and/or services that your customers' money can purchase, which varies between different groups of customers



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