DATA MINING AND SOCIAL MEDIA FOR PROMOTION AND MARKETING IN THE AEROSPACE INDUSTRY

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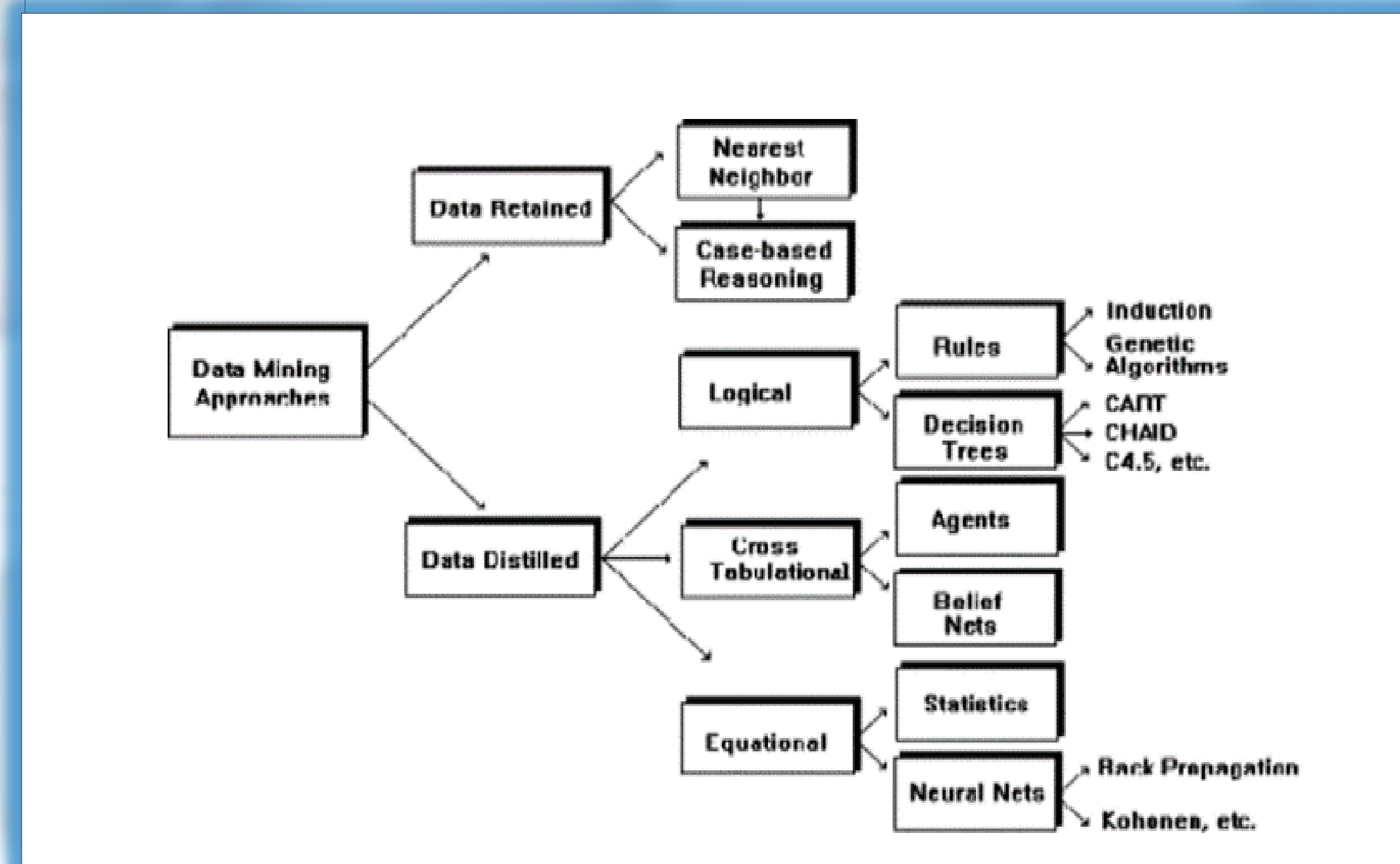
ABSTRACT

- Data mining and social media is an innovative platform for the aerospace industry to focus, promote and market the industry in the upcoming economy. Data mining techniques allow the industry to build a comprehensive system that helps management decisions in a formal system. On the other hand Social Media is used as a tool to ensure maximum return by entering a hybrid media landscape

OBJECTIVES

- The objective of **Data Mining** is to use various software to analyze the performance of the industry and to focus
- - Market segmentation
  - Customer churn
  - Direct Marketing
  -Interactive marketing
  - Market basket analysis
  - Trend Analysis
- The objective of **Social Media** is to increase brand awareness, track competitors, build relationships with customers, and collect customer feedback,

Increased brand awareness	68%
Recruitment purposes	59%
Chance to become a recognised thought leader in the market	56%
Easier and freer relationship building with journalists and the media	55%
It's the cheapest form of marketing	46%
Lead generation	39%
Keeping tabs on the competition	38%
For collecting customer feedback	34%
To stay ahead of the competition	28%
Other	11%
There are NO advantages	5%

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METHODS

- **Data mining** automates the process of finding predictive information in a large database. Through the data mining process (below fig) the industry can extract its data
- **Social media** helps to conquer the expected target market by using various social networking sites, by bookmarking, tweeting and media sharing. This can be obtained by using various platforms like Facebook, StumbleUpon, LinkedIn, Twitter ,YouTube, Flickr, Instagram, Digg, Reddit etc.

PRELIMINARY DATA

- **Data Mining** : The above software mentioned gives the preliminary data for customer value measurement, customer measurement, customer growth, customer acquision.
- The cluster analysis highlights marketing opportunities such as cross-selling and up-selling. (Fig:1 – Result)
- **Social Media:** Social networking gives a plethora of opportunities for the industry by generating a buzz through marketing campaigns. Enterprises see the number of people associated with the brand as a show of strength. This trend can be seen in Facebook/Twitter where the concept of **"LIKE"** and **"FOLLOW"** are used as a yardstick.
- Studies have proven that satisfied customers are more likely to give positive online feedback and talk about it than people with a bad experience . (Fig:2- Result)
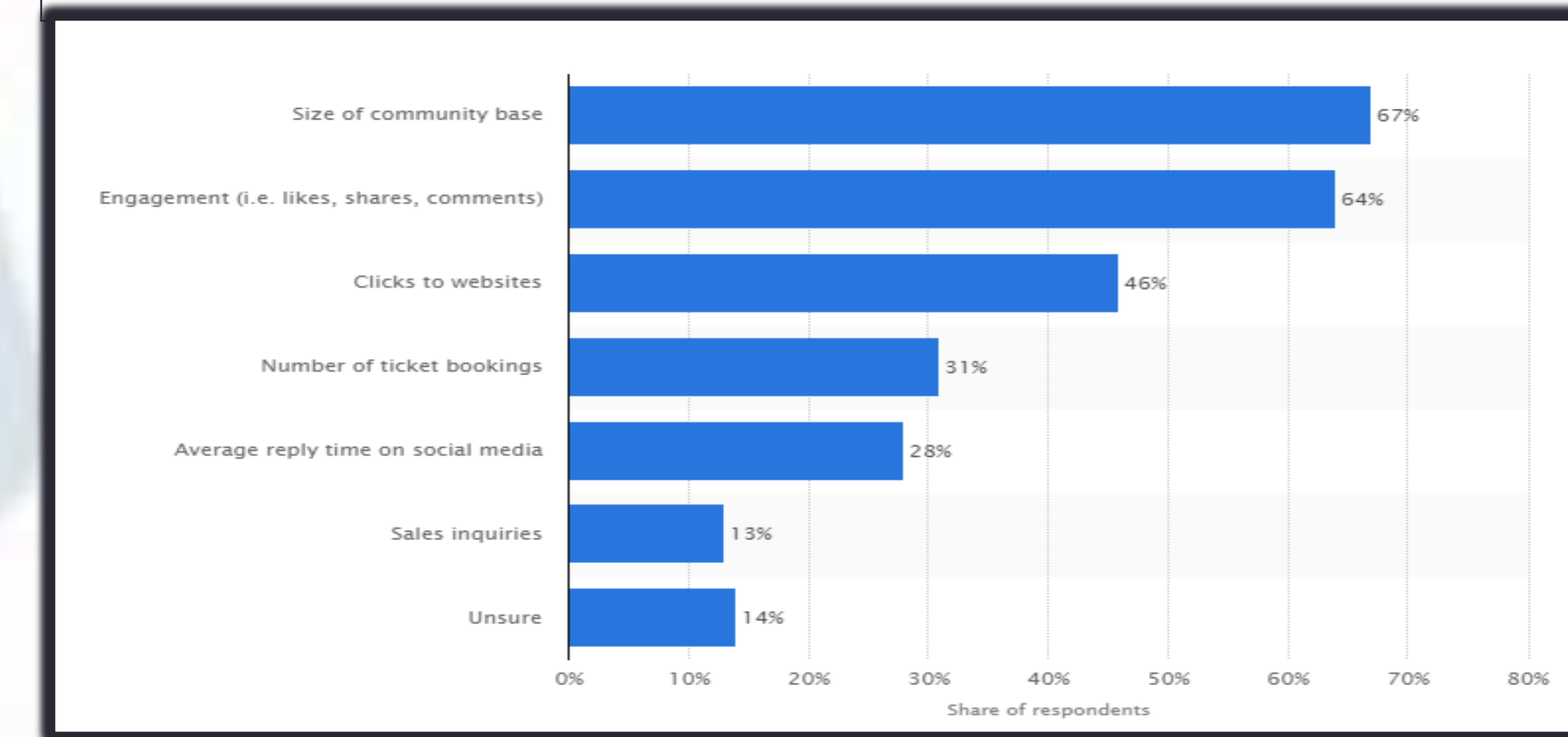
RESULTS

Cluster ID	Mileage %	Customers %	Avg. Services per Cluster	Service Index	Weight	Membership (Sum Membership/ NB. Customer)
17	34.70	17.02	1.00	0.971	2.04	67.87
11	20.62	16.66	1.01	0.977	1.24	40.78
8	12.10	14.38	1.01	0.979	0.84	21.35
16	8.88	3.71	2.01	1.951	2.39	44.53
9	7.67	16.67	1.00	0.976	0.46	9.26
14	5.49	8.76	0.94	0.913	0.63	70.61
15	4.97	9.45	1.00	0.971	0.53	54.73
13	2.92	7.25	0.99	0.961	0.40	22.28
12	2.63	6.10	0.92	0.896	0.43	37.20

Average Number of Services used overall = Sum of Activities used over lifetime / Number of Customers: 1.03

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Size of community base	67%
Engagement (i.e. likes, shares, comments)	64%
Clicks to websites	46%
Number of ticket bookings	31%
Average reply time on social media	28%
Sales inquiries	13%
Unsure	14%

SOCIAL MEDIA: THE STATISTICS PORTAL

CONCLUSIONS

- In today's competitive world, data mining and social media are used as a complementary channel that has changed the way we look at marketing.
- Marketing is not just about selling but also about creating an environment to sell while building and maintaining long term relationships.

ACKNOWLEDGMENTS

REFRENCE

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