

CUSTOMER PORTRAITS IN THE ERA OF BIG DATA

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Summary. *This article studies the application of big data in customer portraits and provides a reference for enterprises to better utilize customer portraits in the big data era. It also points out the problems and challenges faced by big data-driven customer portraits and proposes countermeasures.*

In today's digital age, big data and customer portraits are becoming powerful driving forces in the field of marketing. Their combination has opened a door to precision marketing for enterprises. The main purpose of this article is to help enterprises use big data to build customer portraits and achieve precision marketing while ensuring data quality and privacy security. User portrait is a process of labeling user information. It uses big data technology to conduct multi-dimensional analysis of user information, such as basic information, behavioral information and tendency information and so on, and attaches corresponding labels for certain user groups to form user portraits [1].

For example, by analyzing customer shopping data, Andrew Pole from Target Company found that women would start purchasing a large amount of nutrients and unscented bath products during pregnancy preparation and after pregnancy. Based on this, Target established a "pregnancy prediction" model to estimate the due dates of customers and send coupons for baby clothes and cribs to potentially pregnant customers. According to relevant data, from 2002 to 2010, Target's revenue increased from \$44 billion to \$67 billion, and the sales of baby products experienced explosive growth [2]. This achievement is largely due to Target's accurate grasp and application of customer portraits. This case fully demonstrates the huge potential of big data and customer portraits in precision marketing.

However, the application of big data and customer portraits in marketing also faces some challenges.

First, various inefficient and meaningless user portrait phenomena keep emerging, which not only can't provide effective customer data for enterprises, but may further increase the cost loss of enterprises and lead to unnecessary waste of resources [3]. Enterprises need to enhance their systematic understanding of user portraits, focus on quality rather than quantity, and improve the relevance of portrait angles to their own business, so as to get the most realistic and effective customer portraits.

Second, there is the issue of data quality and accuracy. Big data comes from a wide range of sources, covering various channels and platforms, which leads to uneven data quality. Some data may be wrong, incomplete or outdated. For enterprises, ensuring the accuracy and reliability of data is a critical issue.

Inaccurate data may mislead the decision-making of enterprises, resulting in waste of resources and wrong market positioning. Therefore, enterprises need to establish a strict data quality management system. This system should include comprehensive cleaning of data to remove those erroneous and invalid data; strict verification to ensure the authenticity and reliability of data; and continuous monitoring to keep abreast of the dynamic changes of data at any time so as to discover and deal with problems in a timely manner. Only in this way can enterprises filter out valuable data from the ocean of big data and provide a solid foundation for building accurate customer portraits.

Third, there is the issue of privacy protection. In today's highly developed information society, the privacy protection of customer data is particularly important. When collecting and using customer data, enterprises must always bear in mind to comply with relevant laws and regulations. The privacy right of customers is an inviolable right, and enterprises cannot ignore the privacy protection of customers in pursuit of commercial interests. Enterprises should take a series of effective measures, such as encrypted data transmission and strict control of data access rights, to ensure the security of customer data. At the same time, companies should also clearly explain to customers the purpose and scope of data use, so that customers have full right to know and control their own data. Only in this way can companies make full use of customer data under the premise of legality and compliance, and achieve a win-win situation for companies and customers.

In conclusion, the combination of big data and customer portraits has brought unprecedented opportunities for marketing. Enterprises should fully utilize the advantages of big data, construct accurate customer portraits, achieve personalized and precision marketing. At the same time, they should actively respond to challenges to ensure data quality and privacy security and provide customers with better marketing experiences. Only in this way enterprises can remain advantages in the fierce market competition.

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