

Microsoft's Strategy to Identify Customer Demographics

Using CRM-enabled databases, Microsoft can track software product purchases, purchase by various channels, purchases by original equipment manufacturer (OEM), purchases by age group, purchases by businesses, purchases by household income, and an array of customer demographics. All the information can then be logically recorded and analyzed to answer the following question: "Which of our customers have purchased software products with software assurance over \$100,000 in the last year with particular OEM in a market location within a 50 mile radius of their corporate headquarters, have an operating revenue above \$10 Million and have office locations in various U.S. cities?"

Answers to those types of questions are what we call Business Intelligence (BI) – knowledge about your customers, your competitors, your business partners, your competitive environment, and your own internal operations. To support the creation of business intelligence, many organizations are taking information from their databases and creating data warehouses, another technology tool that supports the logical organization of information and in collaboration with data mining tools manipulate data warehouse information to provide business intelligence.

Reference:

Managing EXPERT POWER in Information Technology. (Industry Trend or Event).
Charles K. Davis.

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