



DATA SCIENCE IN BUSINESS FOR CUSTOMER ACQUISITION, BETTER MARKETING, INNOVATION AND ENRICHING LIVES

1. **Dr. R. Palaniappan, Associate Professor, Department of Computer Science, V.H.N. Senthikumara Nadar College (Autonomous), Virudhunagar**
2. **Dr.P. Sundara Pandian, Principal, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar**

1.1 INTRODUCTION

The 21st century will be ruled by data. Data Science has become an indispensable part of many businesses and industries. It provides valuable insights into customer behavior that can lead to increased conversions, more detailed market analysis for competitive advantage in pricing strategies or product development, improved operational efficiency, and minimized risk exposure through accurate forecasting models. The emergence of disruptive technologies like IoT, digital media platforms, smartphones, artificial intelligence, big data analytics, blockchain, and quantum computing has ushered in an era where Data Science will be central to organizational success. Data Science has critical applications across most industries. Organizations, big and small, need Data Science to make decisions, analyze market trends, minimize losses and maximize profits. Data-driven insights cannot only radically transform businesses but also help target new markets, address customer pain points, boost revenue and much more. As such, an ever-increasing number of businesses are focusing on capturing, interpreting, and being informed by data.

Research shows that companies and organizations are heavily investing in data-driven businesses. A part of their investment is directed towards technology. The next generation of