

Executive Summary

Integrated Frameworks for Behavioral Analysis

Strategic Data Modeling & Stakeholder Value Optimization

- **THE OBJECTIVE:** This research synthesizes advanced marketing theory with data-driven practice to solve a core challenge in the digital economy: accurately identifying and predicting consumer needs within a fast-paced, volatile competitive framework.
- **METHODOLOGICAL RIGOR:** Utilizing quantitative tools such as **SPSS for descriptive statistics and cluster analysis**, the project demonstrates how to segment customer bases with precision. By applying **Multidimensional Scaling (MDS)**, the study visualizes brand positioning and complex stakeholder landscapes, turning raw data into actionable Systems Maps.
- **THE INSTITUTIONAL NARRATIVE:** Beyond the data, this report maps the **Stakeholder Journey**. It bridges the gap between technical modeling and managerial execution, showing how information transparency and digital strategies (SEO, Social Media Marketing) are no longer just tools, but fundamental components of institutional engagement.
- **KEY OUTCOME:** The research concludes that long-term business value is generated by the Laboratory approach to Customer Value Management—integrating product/brand strategy with a rigorous, data-backed understanding of the marketing funnel and customer retention.