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Patent Search

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Abstract:

Exploring the challenges and opportunities of internet of things and data science in marketing 4.0 is the proposed invention. The proposed invention focuses on stud opportunities of data science in Marketing 4.0. The invention focuses on analyzing the parameters of exploring the challenges in Marketing 4.0 using algorithms of In Things.

Complete Specification

Description:[0001] Background description includes information that may be useful in understanding the present invention. It is not an admission that any of th information provided herein is prior art or relevant to the presently claimed invention, or that any publication specifically or implicitly referenced is prior art.

[0002] Data science is an interdisciplinary field that uses statistics, scientific computing, and other methods to extract insights from data. It combines principles ar practices from fields such as: Mathematics, Statistics, Artificial intelligence, Machine learning, Computer science. IOT stands for Internet of Things. It's a network of p devices that are embedded with software, sensors, and connectivity. These devices can connect and exchange data with other IoT devices and the cloud.

[0003] A number of different types of marketing department analysis systems that are known in the prior art. For example, the following patents are provided for supportive teachings and are all incorporated by reference.

[0004] Industry 4.0 and Marketing: Towards an Integrated Future Research Agenda: - Industry 4.0, or the Fourth Industrial Revolution, is driven by innovative techr that have profound effects on both production systems and business models. This revolution is characterized by the addition of disruptive technologies and metho aspects of Industry 4.0 have a significant impact on marketing, and have led to an evolution to ensure that marketing activities align with technological advancemer address consumers' current needs. The purpose of this paper is to formulate and discuss future research avenues for marketing considering the changes brought a Industry 4.0. The approach taken in the paper is to review the relevant literature and focus on the key themes which are most important for future research on Indu and marketing. Therefore, a Systematic Bibliometric Literature Review was conducted based on the SCOPUS indexing online database of scientific articles, the most important peer-reviewed journal database in the academic world. The paper finds that there are a number of research avenues for marketing researchers to condu investigations in but the most important areas are five marketing principles in Industrv 4.0: cooperation, conversation, co-creation, cognitively, and connectivity. Fu

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