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Principles of Cust. Exp. Mgmt.

**Data Management**

Now a days each and every company using Data management tools to manage large amount of data. It is a very important part of every organization. The steps we can use to design a database to manage our data: Create business requirements, Simplify into identify nouns and sentences, Group nouns and apply data types, Apply constraints and Define relationships.

Coca cola can enhance its marketing strategies by making best possible use of data analytics/Big data generated by its marketing research teams across the globe. The CRM tools used by the company contains extensive data about consumer's buying pattern, preferences as well as other details about consumer behavior and sales of the company (Rijmenam, 2013).

**Data Mining Strategies**

Data mining strategies can be used to create more targeted marketing strategies for different categories of products sold in different markets across the world. Coca-Cola can gather data from not only point of sales, but also other medium such as social media as well as via primary research surveys. Such large scale data analysis will help Coca Cola to continuously update its market intelligence team about the latest trends in the market. Data mining is also critical for managing strategic risks faced by Coca Cola. The company can harness the benefits of big data analytics to effectively tackle emerging risks faced by the company in today's extremely dynamic and competitive business world ( Deloitte Touche Tohmatsu, 2013).

In its simplest type, data mining automates the detection of relevant patterns in an exceedingly info, exploitation outlined approaches and algorithms to appear into current and historical knowledge that may then be analyzed to predict future trends. As a result of data processing tools predict future trends and behaviors by reading through databases for hidden patterns, they permit organizations to create proactive, knowledge-driven selections and answer queries (Application of data mining techniques, 2008).

**Database Requirements**

The data management strategy of Coca Cola focused on stitching together the huge data stored over myriad of different systems into a unified platform to conduct data analytics in a more efficient manner. Database solutions should enable Coca Cola to gather data from its global locations at any point of time, thus saving enormous time in collecting data from different locations as well as allowing decision makers to formulate strategies for different markets or product groups in an effective manner (Coca-Cola, 2015).

**Database Solutions**

The database should be accessible to end users at any point of time from across the globe via web based interface. In other words, the database solution should be centralized and available over a shared platform for all the end users in the organization (Coca-Cola overcomes challenges, 2013).

Programmers always get so focused on the problem-solving, they approach the project by using only one hemisphere of their brain and focus on the business needs to which the project is supposed to solve. The DBS has the knowledge, experience and skill to analyze the project plan and scope a solution that achieves the criteria, despite the fact that never losing focus of end result. We will call it the Whole Brain Thinking.

# Works Cited

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