"Paradigm shift" of competition in the marketing and sale of luxury real estate; data-driven customise"

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Abstract

in design and "selection engineering" Conditions are provided Through which people can make better, more useful and more sensible choices. And through various tools and methods as much as possible to provide conditions for choosing better options and ways. On the other hand, with the acceleration of "digital transformation" in businesses in the post-Corona era Focus on businesses to apply data-driven marketing methods By integrating user experiences into different marketing channels In order to predict user behavior in the future and guide customer choice has become more important. The purpose of this study was to investigate the impact of applying data mining science Aimed at identifying customers' shopping habits in digital marketing In the production and supply of luxury real estate and its role in improving products and ultimately improving the customer experience This study also discusses that To "Paradigm shift" of real estate marketing from a traditional approach to "data-driven marketing", it is necessary to create a prerequisite for a "data-driven culture". In this article uses a qualitative research method with a futures stuudy approach "Possible scenarios" in the marketing and sale of luxury real estate in the north of the country Due to increasing demand and shortage of land in these areas And is proposed based on the "data-based decision" approach.

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