

## Decoding Generational Shifts through Marketing Analytics and Big Data: Insights, Challenges, and Strategic Pathways

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**Abstract :** The use of marketing analytics and data-driven tools to decode emerging generations' preferences and value shifts is key to success. Increased sense of customer empowerment, consumer awareness, switch from traditional values and advanced technologies are some of the key factors that have played instrumental roles in this transformation. Decoding these generational preferences is essential for companies to achieve competitive advantage and sustainability. Recent research has paid attention to the use of marketing analytics to improve business performance, product success, and agility. However, understanding the role of marketing analytics in generational shifts needs further investigation. Thus, this article aims to explore the role of marketing analytics and big data in identifying, interpreting and responding to these generational shifts by highlighting the challenges and providing strategic solutions. This paper also provides a conceptual framework to understand the factors behind these shifts and outcomes of employing marketing analytics coupled with big data. Further, the outcomes for the marketers, researchers and policymakers have also been discussed that provide a strategic pathway to strike a balance between leveraging the power of data and the ethical concerns of stakeholders.

**Keywords :** big data, marketing analytics, generational shifts, generational values, strategies, marketing

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