

# An Investigation on Marketing of Sustainable Development and Business Analytics

<sup>1</sup>Dr. K. Baranidhran, Susmitha Devi P<sup>2</sup>, Rama Lekshmi K<sup>3</sup>, Ponselvi Muthukumar<sup>4</sup>,  
Renuga K P<sup>5</sup>, Praveena C R<sup>6</sup>

Sri Sai Ram Institute of Technology, Chennai, India

**Abstract:** *The paper looks at how business analytics could support marketing plans' sustainable evolution. It underlines the need of companies changing their marketing strategies to satisfy the needs of environmentally concerned customers. Data-driven insights help companies to strengthen their sustainability initiatives, increase operational effectiveness, and build consumer loyalty by means of their application. The results highlight the need of including sustainability into corporate operations as well as the possible advantages of applying analytics to assess and maximize these initiatives*

**Keywords:** Business, Marketing, Customers, Sustainability, Analytics

