

## Modern Machine Learning Techniques Applied in Digital Marketing

**Supervisor:** Prof. Ing. Šenkeřík Roman, Ph.D.

**Consultant:** ---, ---

**Department:** Department of Informatics and Artificial Intelligence

**Programme:** Information Technologies

### **Abstract:**

The thesis would be aimed at the usage of modern machine learning techniques in the field of digital marketing (e-marketing), especially social media marketing and Big Data mining techniques. Digital marketing will be the secondary aim of the data processing. The primary goal of the thesis leads in the computer science approach to the data (or Big Data) analysis and application and implementation of modern techniques from the field of artificial intelligence and machine learning for data clustering and classification with a large number of features and classes. Based on these approaches, the decision will be provided, e.g. selecting the specific group of people (customers) for particular selling item or to offer an article for a reasonable price in the perfect timing. The student should propose new methods, modifications or hybridization of currently known techniques and provide extensive testing.

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