



ISSN No. : 2321-9653

# IJRASET

**International Journal for Research in Applied  
Science & Engineering Technology**

IJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : www.ijraset.com, E-mail : ijraset@gmail.com



ISRA Journal Impact  
Factor: 7.429



45.98  
INDEX COPERNICUS



THOMSON REUTERS  
Researcher ID: N-9681-2016



TOGETHER WE REACH THE GOAL  
SJIF 7.429

## Certificate

*It is here by certified that the paper ID : IJRASET66929, entitled*

*The Impact of Predictive Analytics on Modern Marketing Strategies: A Data-Driven  
Approach*

*by*

*Mr. Ashish Modi*

*after review is found suitable and has been published in  
Volume 13, Issue II, February 2025  
in*

*International Journal for Research in Applied Science &  
Engineering Technology*

*(International Peer Reviewed and Refereed Journal)*

*Good luck for your future endeavors*

*By [Signature]*

Editor in Chief, IJRASET



ISSN No. : 2321-9653

# IJRASET

**International Journal for Research in Applied  
Science & Engineering Technology**

IJRASET is indexed with Crossref for DOI-DOI : 10.22214

Website : www.ijraset.com, E-mail : ijraset@gmail.com

## Certificate

*It is here by certified that the paper ID : IJRASET66929, entitled*

*The Impact of Predictive Analytics on Modern Marketing Strategies: A Data-Driven  
Approach*

*by*

*Mr. Hassan Raza Chowdhary*

*after review is found suitable and has been published in  
Volume 13, Issue II, February 2025  
in*

*International Journal for Research in Applied Science &  
Engineering Technology*

*(International Peer Reviewed and Refereed Journal)*

*Good luck for your future endeavors*

*By [Signature]*

Editor in Chief, IJRASET



ISRA Journal Impact  
Factor: 7.429



45.98  
INDEX COPERNICUS



THOMSON REUTERS  
Researcher ID: N-9681-2016



TOGETHER WE REACH THE GOAL  
SJIF 7.429