



The Key to Business Growth and Profitability: Customer Behavior (Part 1)

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Alvarez & Marsal's [Global Transaction Analytics Group](#) and [Corporate Performance Improvement Group](#) provide insights on the importance of customer centricity for business growth and profitability and why data and analytics is core to understanding your customers. Read this article to discover how transaction analytics helps turn customer data into actionable business insights.

Part I of this series discusses how customer purchase behavior is changing and why adapting and responding to such change is important for achieving customer loyalty and driving business growth.



[Read the full article here.](#)

Learn More:

Read Part II in this series [here](#)

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