Investigating the relationship between customer analysis and financial performance (Case Study: Managers of Small and Medium Enterprises of Guilan Province)

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Abstract One of the most important things to be seen in today's organizations is the high frequency and volume of data and information that is produced in the organization This vast volume of data and information, while the organization faces issues with how to store, collect, and classify data, they have the potential knowledge that an intelligent and learning organization uses it as an opportunity to enhance its capabilities. In this regard, one of the most important approaches to understanding clients in organizations that deal with a large number of clients and their in-depth data is the partitioning approach. The purpose of this research is to investigate the relationship between customer analysis and financial performance of managers of small and medium enterprises in Guilan province. The population of this research was determined by all managers of small and medium enterprises in Guilan province. For the purpose of sampling, the Cochran formula was used and the sample size was determined by 305 people. In order to ensure the return of the required sample size, 330 questionnaires were distributed among the managers of small and medium enterprises, randomly distributed among them, 305 questionnaires were returned. For analyzing the data, we used structural equation technique with partial least squares used. The results showed that all the research hypotheses were confirmed except for the fifth subhypothesis. "The relationship between the processing of the knowledge of former customers, the addition of sales and re-acquisition of former customers of small and medium-sized enterprises in Guilan province" was not supported.

Customer Knowledge Processing, Retrospecting Former Customers