THE IMPORTANCE OF THE TAM-SAM-SOM MODEL AND HOW BIG DATA AND AI HELP

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ABSTRACT

The development of technology and the urgent need to have various businesses succeed is related to the set logistics, which create a different view on how the models of operation will be exploited. There is a need to focus on having a unique analysis of the existing views about the increased approach to market operations and having a change in view that will make it solution-oriented to handle business. The varying view is about how there can be set targets and an understanding of various business operations that make it relevant to exploit and establish business opportunities in the long run. Through the TAM, SAM, and SOM model, businesses will have an overview of the set mechanisms for operation that are accommodative from an operation point of view. The involvement of artificial intelligence makes it better because of the urge to increase accuracy and have a better operation approach in helping businesses grow and diversify operations. The paper looks to exploit and view the operatives in place for business performance.

Introduction

The establishment of a different view, especially in the set understanding on either the use of big data or Al, automatically the doing of business is data-based, meaning that the perception of the abilities of the market comes from the set view of having a working environment in general. Technology has created a working view, especially in collecting data and distributing it to understand the market size, which is practical and goal-oriented in the long run(Singh, Ranjan&Mittal, 2018). Therefore, startups should be able to appreciate the view established on the use of data and the environment that exists in the use of technology, and also the systems meant to create an understanding of business performance. Governments have used big data to create views and understand service provision through mapping and operational abilities in

general. Considerably, the application of big data tools is then accommodative in enhancing the growth and completion of the set projects (Liu, Shin & Burns, 2021). Due to this, the paper aims to understand the importance of big data and al tools in influencing market movement and growth.

Research Description and Analysis

The research ability established is about creating a different understanding of how big data has been exploited to bring a different understanding of the facilitation of business abilities and performance in the long run (Wang & Wang, 2020). In addition, there is a need to understand the existing views and processes that can be in agreement with the business operations and models for efficiency and achieving the set results. The research will establish a difference in the approaches businesses have mainly in trying to expand and have a difference in attaining their set goals through the use of the business models like the TAM SAM SOM. With the view established in the management of various functions like health and the ability to coordinate and achieve the missions, many businesses have created a difference in the facilitation and results (Guerrero-Prado et al., 2020).The research tries to establish a functional analysis of the relationship between technological inventions and business performance.

There is a need to expand on the viability of the various utility ways in which the businesses and other programs find it easy to generate reliable statistics for the set operational logistics that are meant to impact the running of the various activities. In addition, the look at the running of the US healthcare abilities makes it relatively concerning the interpretation of data and the establishment of systems that will guide and bring results from a working point of view (Buhalis & Volchek, 2021). The redefinition of various ways of utility put in place; then they bring out a functional analysis on the technology exploration that is relative, especially in bringing out the set control mechanisms that are result-oriented. Statistically, more than 600m excel users, and more than 20m cloud accounting users can shape the performance and the overall view of the business performance in the long run(Liu, Shin & Burns, 2021). Therefore, the analysis is about working market size, targeting 7k companies with 125k users in 2023. Hence, this means that a working view will impact profit-making and operation in terms of human resources and performance.

Literature review

Understanding TAM SAM SOM in marketing

The provision of marketers with the understanding that when they decide to create or launch any product campaign, then they are required to understand their audience, which in turn will create a working view, especially when it comes to marketing and having the opportunity

understood(Singh, Ranjan & Mittal, 2018). Generally, understanding the audience and appreciating the demand and supply curves for the services and products offered is part of the model that should be established in the marketing abilities to achieve the set targets. Furthermore, the analysis of the created opportunities, especially in meeting demands, creates a unique view of using the model.

TAM explains the ability of markers in having a different view in the exploitation of business abilities that will be able to address the future market. Swallehe (2022) describes that the Total Addressable Market will be able to create a broader view of the market's creation and have a future analysis of the particular product or service in the market. In addition, this can create a market consideration for the overall revenue opportunity for the produced product, factors like competition and product ability remaining constant. Therefore, by establishing a market, there is an expanded market that will create an active market for a less exposed product in a competitive market.

SAM which explains the availability of a serviceable available market, enables organizations to create a unique contact with the required target market so that there is better operation, especially in attaining the set marketing goal especially in introducing a new product.(Chi, 2021).Through the existence of the serviceable market, it is responsible for establishing a space for the products in the future and market abilities. According to Buhalis & Volchek (2021), there is a marketing ability, especially geographical location and specialties. Therefore, through the exploitation of SAM, there is the assumption that the market driver owns the telemedicine software in various market segments, making it accommodative in exploitation.

SOM describes a serviceable obtainable market that is generally relative in the various ways the market tries to win for a perfect market operation on a broad scale. Establishing a given market share is essential in determining market operations (Wang & Wang, 2020). Therefore, SOM establishes a winning approach, especially on market operation before marketing, facilitating businesses to have goals of operation in general. A good SOM ensures that businesses can align their products with what the people want to have and even buy.

The TAM SAM SOM with Fitbit

The analysis of the marketing set-up and trying to prove the importance of the market sizing understanding brings a different approach towards the various ways of analysis in which businesses like Fitbit have been able to create utility. Therefore, from the urge to create a clear marketing platform and business for the products they have to offer, Fitbit has created a different approach toward market exploration (Buhalis & Volchek, 2021).Through the analysis of TAM SAM SOM, Fitbit has created a market penetration approach that has brought relevance to

operation, thereby leading to profit and operation success. In addition, from the feedback, primarily through the exploitation of TAM, Fitbit has created products with a wide range of coverage that can cover a broader customer need and demand.

The analysis of the application of TAM SAM SOM with the marketing and operation of Fitbit, especially in getting the market for the products, brings out a working view in the understanding of demand moves and market availability in marketing the products. Davalas & Charalabidis (2021) explains that a company like Fitbit can create a solution to competition hence creating penetration ability for the products in place that are important in creating sustainability. With the exploitation of the SAM, Fitbit can exploit an international market for the wearable through understanding the buying abilities and habits, the population size and the revenue. The application of the SOM Fitbit can create a different view on the portion that the business can establish which will bring out the creation of products that can have customer exploitation. In addition, SOM has been able to bring along product diversity which is reliably influencing the profit levels in general.

Al and Big data with TAMSAM SOM

Applying the varying analytical importance of big data automatically brings out a different view in helping shape market operations that are dominant in guiding and bringing out performance from the businesses to a more significant extent. The existing view is that businesses have created a revolutionized view of operations and customer relations (Suwelack, Stegemann & Ang, 2022).The utility market analytics like the TAM SAM SOM businesses cananalyze the data gathered and be used for digital transformation, which has positively helped improve their operations. The estimation of market size comes from various digital platforms that have diversified artificial intelligence that will openly change how their performance is and how it can be directed.

Through the application of Al and big data, then the exploitation of TAM SAM SOM has established a different view towards having an operational basic that will improve market information storage and use, which will later improve market penetration and operation(Davalas & Charalabidis, 2021). There have been abilities to enable market sizing abilities through government data like the US census bureau, which supports TAM SAM SOM by giving information on industry size and state. International companies can establish a connection through the analysis of big data, which affects the varying understanding of the ability to connect industries and companies when they are operating (Lytras et al., 2020). There is a considerable view in the exploitation of Al for startups to establish a view in the solution based understanding towards marketing which is impact related.

Big data and marketing

Audience identification

The use of big data has helped many companies have efficiency, especially in understanding their customers' abilities. There is an analytical view of the market size established from intensive marketing. Therefore, companies have established a different understanding by personally knowing their customers to establish direct and active communication (Liu, Shin & Burns, 2021). Through artificial intelligence, companies have established a concept like know your customer, which has made it progressive important in preventing issues from doing with fraud. The marketing ability is relative because it has helped many companies understand customer behavior because of the ability to have a broader cloud computing approach that is result-oriented in the long run. By establishing big data analytics, companies have been able to utilize the cloud, which has a unique view in the operation of businesses through having diversified customer data storage systems (Kauffmann et al.,2020). In addition, there is the analysis of data streams that blend with the collected business intelligence that gives solutions to the approaches given in operation.
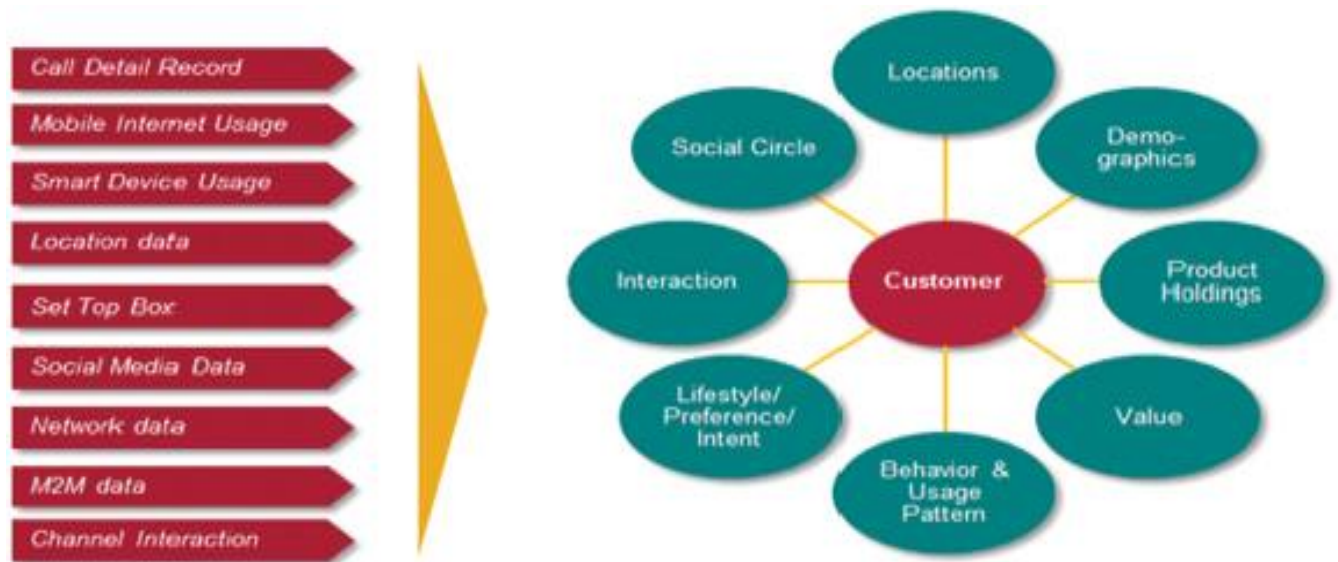
Customer identification for marketing

Image by informs.org

The establishment of logarithms and the utility of Al businesses have exploited business abilities like the TAM SAM SOM, which makes them understand the total available market that is profit-generating as expected (Lytras et al., 2020). Therefore, from the establishment of business

opportunities and marketing possibilities, businesses can address the volume, the complexity, and the variety of data that is important in making it possible to operate. Hence, to determine business performance, the business will be able to create a market survey that will aid performance. In many circumstances, business understands their market size through the look and analysis of customer abilities and interests from their online purchases, their web search, and how they interact on their social media(Cao, Tian & Blankson, 2021). Therefore, through their browsing, they create new data those marketers mine combine and then can combine and understand the market depth for their products. Through Al inventions like in-memory computing, the exploitation of opportunities through the TAM SAM SOM is possible through the real-time enabled analysis.

Methods

The analysis of the big data's ability, especially in having a functional approach to analyzing market size, makes it understand how market opportunities are established so that the businesses can survive. Having a questionnaire on how the business can benefit from artificial intelligence automatically brings out a performance ability that will make it relative to making profits (Singh, Ranjan & Mittal, 2018).Businesses have to answer the various ways to use technology, especially in understanding customer behaviour and operation for performance.

The carrying of the study will be descriptive, which will prove the ability to carry out the correlative study of the relationship between marketing and the use of big data in business survival. The understanding established is that there will be a varying understanding, especially on the data collected, which is essential in making it relevant to have an overview of the impact of technology on survival (Guerrero-Prado et al., 2020). There is also the involvement of secondary sources and reviewed articles to create an information base for the appreciation of big data and its role on a broad scale. The scholarly articles' involvement will create a view in authenticating the research findings.

The having of interviews at various organizations is another approachable way that will help collect the information about information ability and technological relevance that various organizations apply in understanding the market depth. Swallehe (2022)explains that the interview will focus on using big data and artificial intelligence in relation to concepts like TAM SAM SOM and how they help companies operate and perform. Conservatively, the interviews are essential because there is first-hand experience of how businesses operate, especially in using technology for their market performance. In addition, the interviews do not waste time because there is a connected view of what is happening and the research being conducted.

Findings

The engagement of Next best action(NBA) to be able to create a functional analysis between the required views in the utilizing of market segmentation will impact the establishment of a working view differently in creating the marketing results required in the long run(Suwelack, Stegemann & Ang, 2022). Many businesses use this big data method to view the customer-centred marketing approach, which is real-time and result-oriented. Through the relation with TAM SAM SOM, businesses can have a determined customer interest, creating relevant marketing to use the policies, objectives, and regulations. Utilizing the next best action(NBA), businesses can combine timely decision technology that creates leverage between the transacting of data, customer information, and business performance(Chi, 2021).Therefore, the relations with marketing and segmentation businesses utilize big data in personalizing and ensuring that they have operational decisions across the sales and operational channels.
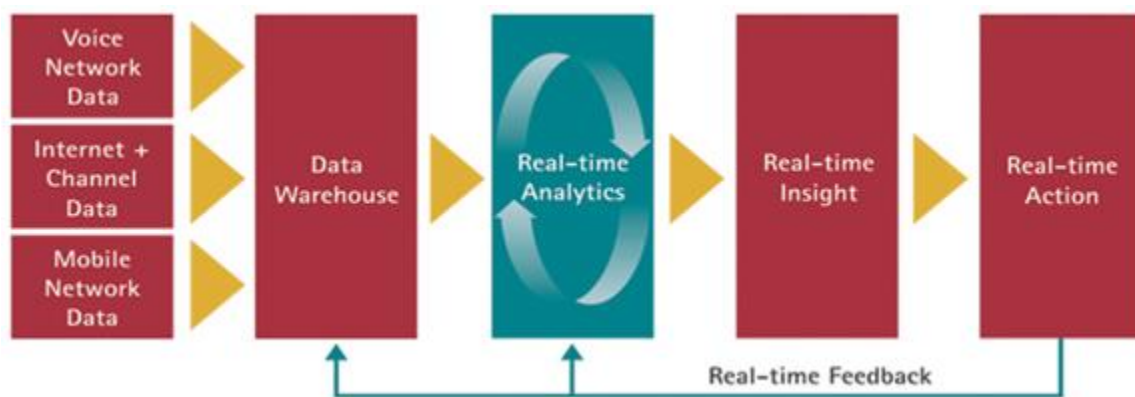

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Discussion

Business thriving in the modern era is fully dependent on embracing technology and big data. Al cannot be ignored when discussing the establishment of success as expected. Through the urge to have safe storage of customer information, their preference, and the general ways of interaction, businesses are compelled to have a timely and effective utilization of the technology, which will result. Therefore, the utility of big data mechanisms like the next best action (NBA) is the understanding that businesses have a prompt strategy that will guide and bring results during operations for results in the long run. Considerably, by applying result-oriented big data mechanisms, it is relevant to have a solution for the moderation and market analysis in terms of trends and business performance.

The association of TAM SAM SOM has created brand awareness, primarily through having a different view on utilizing big data for marketing and establishing a working view on brand development and growth. The utility of big data has a unique impact on the view and approach meant to create relevance for the marketers to have a given view in giving content to various customers based on their likes and ability to understand the opportunities. Considerably, because brands want to have relevance in the competitive market, then what happens is that the efficiency in segmentation will allow for the improvement of online recognition and recall. In many circumstances, brands have been able to have a brand aid that creates a functional approach to the business's survival in case of a budget deficit.

Conclusion

In summary, the performance of the business, especially in using big data and Al, is essential in bringing along a determining impression that will create a view that will enable and make it work to attain the set results. Therefore, looking at how market segmentation has been attained, businesses can have a unique view of the performance capabilities in terms of bringing relevance in operation and having an output in various ways. Considerably, it will be encouraging to viewhow business survival can be made a reality, like through the use of technology that is relatively affordable in the modern world. Market segmentation should be done from a customer role point of view which is impressive towards getting the required results in the long run.

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