

Customer Behaviour and Digital Analytics in the CNC Machine Tool Industry: An Integrated Framework

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Abstract

The CNC machine tool industry is undergoing rapid transformation driven by Industry 4.0, digital analytics, and artificial intelligence. This study explores customer behaviour in the CNC machine tool sector and examines how digital analytics enhances decision-making across the customer lifecycle. The research integrates survey-based analysis, regression modelling, and a case study of LMW CNC to propose a comprehensive framework linking customer behaviour, influencing factors, and digital technologies. The findings highlight that AI-driven analytics and digital engagement significantly impact customer satisfaction and operational efficiency.

Keywords

CNC Machine Tools, Customer Behaviour, Digital Analytics, Industry 4.0, AI, CRM, IoT, LMW CNC.