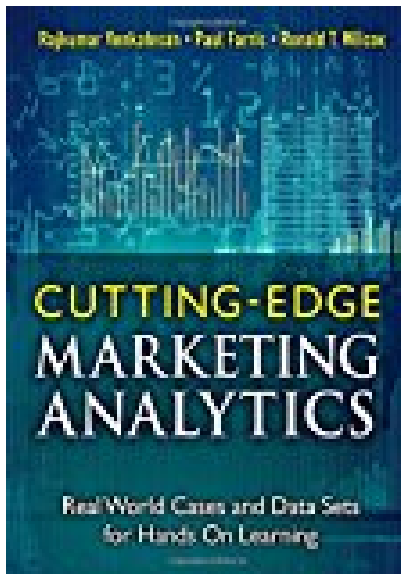


Cutting Edge Marketing Analytics Real World Cases and Data Sets for Hands On Learning FT Press Analytics



BOOK DETAILS

- Author : Rajkumar Venkatesan
- Pages : 320 Pages
- Publisher : Pearson FT Press
- Language : English
- ISBN : 0133552527



BOOK SYNOPSIS

Master practical strategic marketing analysis through real-life case studies and hands-on examples. In Cutting Edge Marketing Analytics, three pioneering experts integrate all three core areas of marketing analytics: statistical analysis, experiments, and managerial intuition. They fully detail a best-practice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you'll need to allocate resources, define optimal marketing mixes; perform effective analysis of customers and digital marketing campaigns, and create high-value dashboards and metrics. For each marketing problem, the authors help you: Identify the right data and analytics techniques Conduct the analysis and obtain insights from it Outline what-if scenarios and define optimal solutions Connect your insights to strategic decision-making Each chapter contains technical notes, statistical knowledge, case studies, and real data you can use to perform the analysis yourself. As you proceed, you'll gain an in-depth understanding of: The real value of marketing analytics How to integrate quantitative analysis with managerial sensibility How to apply linear regression, logistic regression, cluster analysis, and Anova models The crucial role of careful experimental design For all marketing professionals specializing in marketing analytics and/or business intelligence; and for students and faculty in all graduate-level business courses covering Marketing Analytics, Marketing Effectiveness, or Marketing Metrics

CUTTING EDGE MARKETING ANALYTICS REAL WORLD CASES AND DATA SETS FOR HANDS ON LEARNING FT PRESS ANALYTICS - Are you looking for Ebook Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics ? You will be glad to know that right now Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product. Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics and many other ebooks. We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics . To get started finding Cutting Edge Marketing Analytics Real World Cases And Data Sets For Hands On Learning FT Press Analytics , you are right to find our website which has a comprehensive collection of manuals listed.