



Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands on Learning (Hardback)

By Rajkumar Venkatesan, Paul W. Farris, Ronald T. Wilcox

Pearson Education (US), United States, 2014. Hardback. Book Condition: New. 234 x 180 mm. Language: English . Brand New Book. 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 bestpractice marketing analytics methodology, augmenting it with case studies that illustrate the quantitative and data analysis tools you Il 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 *...



READ ONLINE

Reviews

This publication may be worth purchasing. it was actually writtern quite flawlessly and valuable. I am just happy to tell you that this is actually the very best book i actually have study inside my personal life and can be he best ebook for actually.

-- Frank Nienow

This is the greatest book we have study right up until now. This can be for all those who statte that there was not a worth reading. Your lifestyle period will probably be enhance when you complete looking at this ebook.

-- Santos Koelpin

Other PDFs



Oxford First Illustrated Maths Dictionary (Paperback)

Oxford University Press, United Kingdom, 2013. Paperback. Book Condition: New. 234×180 mm. Language: English . Brand New Book. The Oxford First Illustrated Maths Dictionary supports the curriculum and gives your child a head start in understanding first maths concepts. Organised...



I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book (Paperback)

Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy reading identities, that foster an attraction to...



Oxford Very First Dictionary (Paperback)

Oxford University Press, United Kingdom, 2012. Paperback. Book Condition: New. Georgie Birkett (illustrator). 234 x 182 mm. Language: English . Brand New Book. A fully illustrated alphabetical first dictionary for 4-5 year-olds. A fresh new look for the Oxford Very First Dictionary...



See You Later Procrastinator: Get it Done (Paperback)

Free Spirit Publishing Inc.,U.S., United States, 2009. Paperback. Book Condition: New. 175 x 127 mm. Language: English. Brand New Book. Kids today are notorious for putting things offices easy for homework and chores to take a backseat to playing video...



Twitter Marketing Workbook: How to Market Your Business on Twitter (Paperback)

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****. Twitter Marketing Workbook 2016 Learn how to market your business on Twitter for free A best-selling...



Readers Clubhouse Set B What Do You Say (Paperback)

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Ann Losa (illustrator). 142 x 13 mm. Language: English . Brand New Book. This is volume six, Reading Level 2, in a comprehensive program (Reading Levels 1 and 2) for beginning readers. Two...