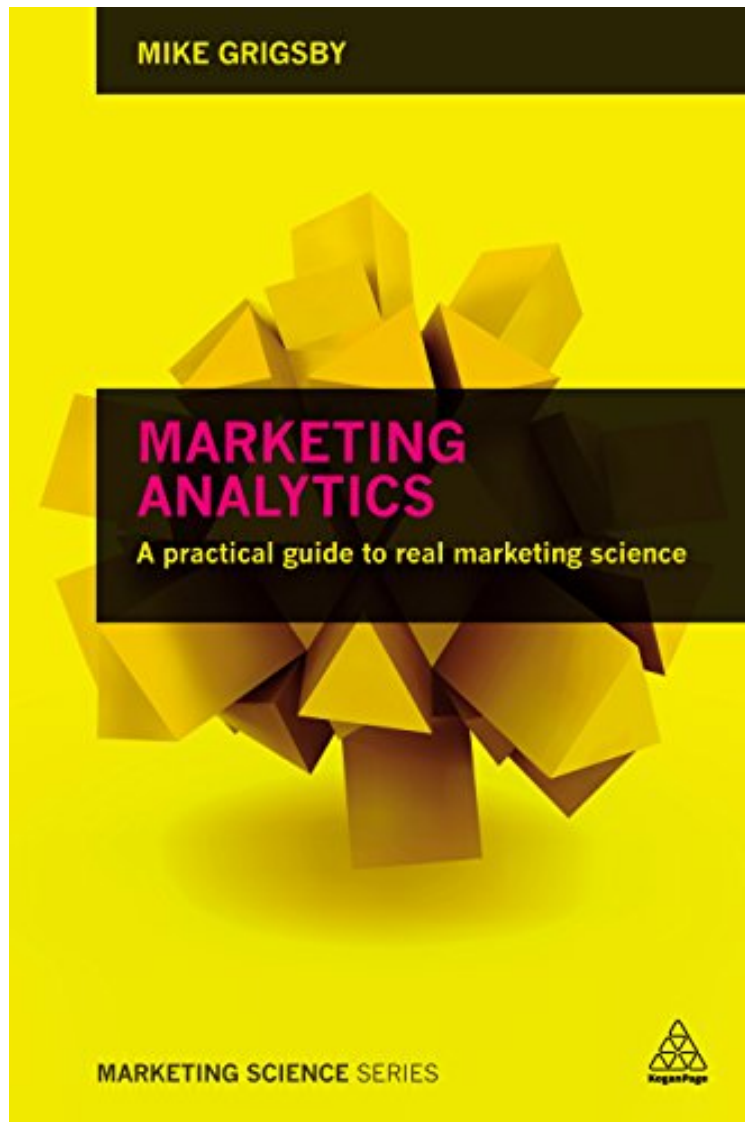


(Free) Marketing Analytics: A Practical Guide to Real Marketing Science

# Marketing Analytics: A Practical Guide to Real Marketing Science

*Mike Grigsby*

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**Mike Grigsby : Marketing Analytics: A Practical Guide to Real Marketing Science** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Analytics: A Practical Guide to Real Marketing Science:

0 of 0 people found the following review helpful. A reasonable primer on marketing analytics  
By Greg Thompson  
This book is a reasonable starter on the subject matter but it did not really hit the mark for me. The author obviously had good intentions - creating a fictional marketing analytics professional who is tasked with an array of marketing problems to better illustrate the themes addressed in the body of the book. He also tries to adopt an informal tone in an effort to make the technical orientation of the text more digestible and concludes each chapter with a "You'll be the

Smartest Person in the Room if..... section, but this technique falls short (IMHO). Granted, marketing analytics is a complex subject area and some knowledge of statistics, econometrics and decision analytics is the price of entry and he does a solid job of explaining the technical details. He starts by revisiting some basic statistics concepts and then moves on to discuss CLTV, lift models, segmentation, experimentation (A/B testing) and more. The chapter on marketing research is worthwhile but still seemed out of place. Overall, this book is probably best suited to students seeking a good primer on marketing analytics. More demanding readers should look elsewhere. 0 of 0 people found the following review helpful. FINALLY, SOMETHING PERFECT FOR STUDENTS By Customer I teach a class in analytics and just used this book as a text. I have searched for just such a book. There are many textbooks in econometrics, decision analysis and statistics. I needed one was focused on marketing (rare) and accessible to students (very rare) but dealt the difficulties involved in marketing (even rarer). (I had thought of writing my own book, especially one did not skirt the real complexities of marketing.) But this text treats testing / propensity modeling, media mix / marcom valuation, lifetime value, segmentation, demand modeling, market basket, propensity modeling / targeting, etc. This even deals with elasticity--something I had ignored my whole life. I am now adding elasticity modeling to my syllabus! Students love book--it is direct and straightforward and engaging. Several told me they even liked reading it--there are a few even humorous pages. The author is not a academic (a few subject lightly / overly simply treated) but has obvious corporate background. Highly recommend! 0 of 0 people found the following review helpful. Bought for class, but I'll actually read By a.jensen Bought this book for my marketing analytics class and started reading while on a flight home. Meant to get ahead for the next class and ended up reading straight through 5 chapters. Great book about a topic that interests me, written in a way I like to read. I also appreciate the humor sprinkled in here and there.

Marketing Analytics arms business analysts and marketers with the marketing science understanding and techniques they need to solve real-world marketing problems, from pulling a targeted list and segmenting data to testing campaign effectiveness and forecasting demand. Assuming no prior knowledge, this book outlines everything practitioners need to 'do' marketing science and demonstrate value to their organization. It introduces concepts relating to statistics, marketing strategy and consumer behaviour and then works through a series of marketing problems in a straightforward, jargon-free way. It demonstrates solutions for various data modelling scenarios and includes full workings and critical analyses to reinforce the key concepts. By starting with the marketing problem and then sharing a series of data modelling options on how to solve it, Marketing Analytics both makes marketing science accessible for beginners and aids the more seasoned practitioner in getting to grips with the trickier technical aspects of data analytics to refine their marketing skills and toolkit and compete more effectively in the marketplace. Online supporting resources for this book include a bank of test questions as well as data sets relating to a number of chapters. About the series: The Marketing Science series makes difficult topics accessible to marketing students and practitioners by grounding them in business reality. Each book is written by an expert in the field and includes case studies and illustrations enabling marketers to gain confidence in applying the tools and techniques and in commissioning external research.

"Marketing Analytics is a must-read for analytics practitioners and marketing managers seeking a comprehensive overview of the most actionable techniques that virtually any organization can apply to gain immediate benefits.... Dr. Grigsby succinctly illustrates the concepts with real examples and provide references for analysts needing deeper guidance or theory. I wish Marketing Analytics was published 15 years ago - it would've saved me a lot of independent research!"