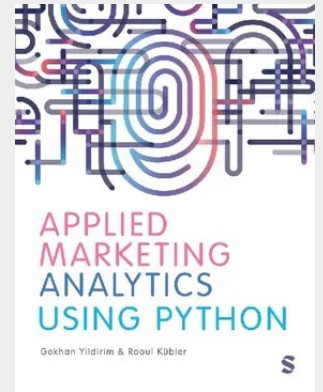


Applied Marketing Analytics Using Python

It is vital for marketers today to be comfortable in their use of data and quantitative approaches and have a thorough grounding in understanding and using marketing analytics in order to gain insights, support strategic decision-making, solve marketing problems, maximise value and achieve success. Taking a very hands-on approach with the use of real-world datasets, case studies and Python, this book supports students and practitioners to explore a range of marketing phenomena using various applied analytics tools, with a balanced mix of technical coverage alongside marketing theory and frameworks. Supporting online resources include datasets and software codes and solutions as well as PowerPoint slides, a teaching guide and a testbank. This book is essential reading for advanced level marketing students and practitioners who want to become cutting-edge marketers. Dr Gokhan Yildirim is an Associate Professor of Marketing at Imperial College Business School, London. Dr Raoul V. Kübler is an Associate Professor of Marketing at ESSEC Business School, Paris.

Gain a thorough grounding in marketing analytics using Python with this practical guide which balances applied analytics tools with marketing theory.



58,00 €

58,00 € (zzgl. MwSt.)

*sofort versandfertig, Lieferzeit: 1-3
Werktage*

Artikelnummer: 9781529684162

Medium: Buch

ISBN: 978-1-5296-8416-2

Verlag: Sage Publications Ltd.

Erscheinungstermin: 01.04.2025

Sprache(n): Englisch

Auflage: 1. Auflage 2025

Produktform: Kartoniert

Gewicht: 666 g

Seiten: 384

Format (B x H): 189 x 246 mm

