

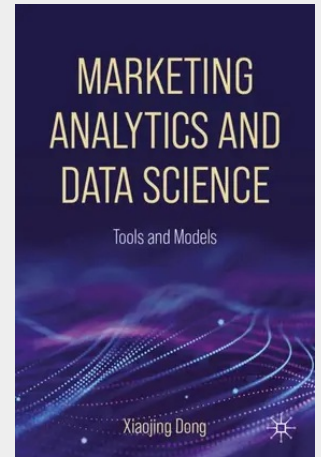
Marketing Analytics and Data Science

Tools and Models

This textbook demonstrates the application of recent advancements in data science to address various marketing issues. It provides a unique framework for transforming marketing problems into data science problems, which is a crucial first step that is often overlooked in books that focus solely on data analytical tools. It also emphasizes the intuitive understanding of the analytical tools and data science methodologies, in addition to presenting their limitations and best use cases. Students will learn why certain data science tools work well for particular marketing problems, while others may not. Finally, it explores how to translate the insights gained from these analytics tools into business decisions and how they can be used to inform the final decisions related to critical business questions.

Blending technical fields such as statistics, econometrics, and machine learning with business areas like marketing and customer understanding, this textbook provides solutions to various marketing and customer-centered questions using data analytical models and techniques, with each chapter covering a specific type of question. It will help upper-level marketing student understand the technical aspects of data science in a way that is relevant and applicable to their future careers.

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