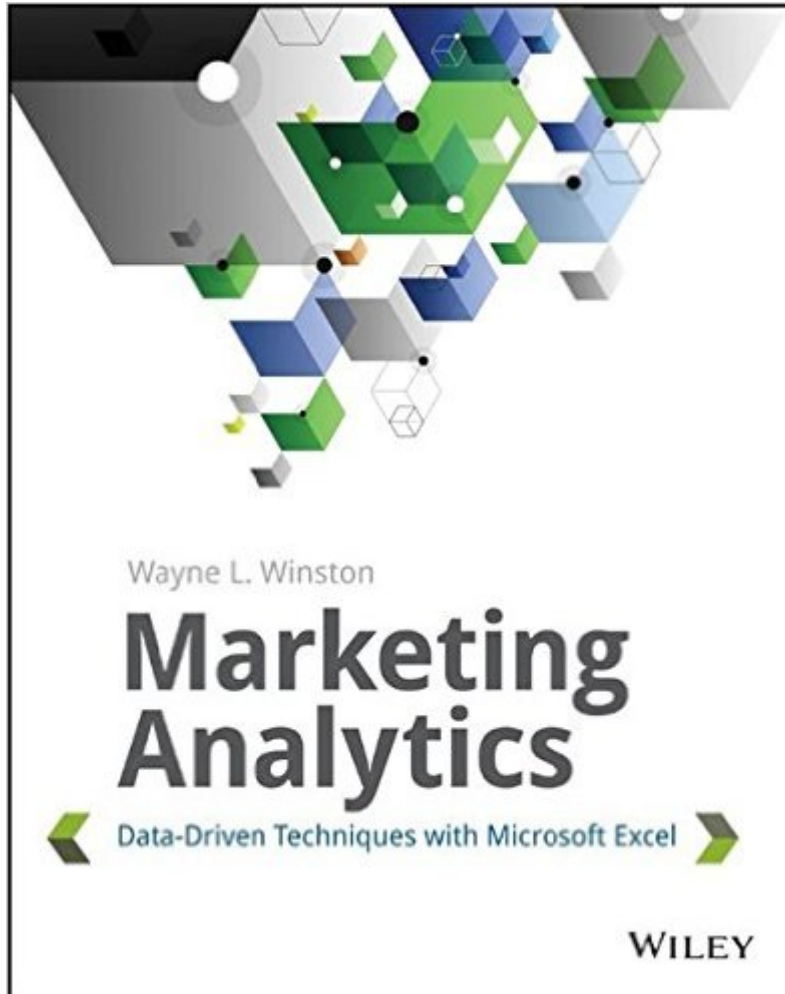


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# Marketing Analytics: Data-Driven Techniques With Microsoft Excel



## Synopsis

Helping tech-savvy marketers and data analysts solve real-world business problems with Excel

Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. Written by data analysis expert Wayne L. Winston, this practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques and achieve optimum results. Practical exercises in each chapter help you apply and reinforce techniques as you learn. Shows you how to perform sophisticated business analyses using the cost-effective and widely available Microsoft Excel instead of expensive, proprietary analytical tools Reveals how to target and retain profitable customers and avoid high-risk customers Helps you forecast sales and improve response rates for marketing campaigns Explores how to optimize price points for products and services, optimize store layouts, and improve online advertising Covers social media, viral marketing, and how to exploit both effectively Improve your marketing results with Microsoft Excel and the invaluable techniques and ideas in Marketing Analytics: Data-Driven Techniques with Microsoft Excel.

## Book Information

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## Customer Reviews

My masters degree has moss growing on it and I am just a nuts and bolts operations analyst....so I have seen many books titled as "analytics" texts when in fact they were mere rewrites of applied

statistics or just "also ran" Excel recaps. Some Excel analytics books are really VBA biased programming books or discussions built around SQL Server topics, and they certainly have their place. But "Marketing Analytics" has maintained its focus as a synthesis of Excel based analysis chapter by chapter, from the first page to the last page. Because analytics and "BI" are hot topics these days, analytics texts of this caliber usually have unusually high prices but "Marketing Analytics" has a modest price given its focused content of current Excel applications to perform an array of analyses. Wayne Winston and Wiley & Sons Publishing have produced a text which is indeed an asset to the practitioner and the student of Excel based analytics.

Wayne Winston is a brilliant guy, but somehow still a fantastic teacher. I was always able to benefit from his books nearly as much as I benefited from his class. If you can find a class online, take it! He makes complex topics in marketing analytics simple and approachable.

It is a good mix of Excel capabilities and Marketing/Economic concepts, however Wayne has a tendency to dive directly into equations of how to calculate a concept without fully providing additional information that is needed. This makes it a bit hard to conceptualize what he is trying to say unless you have pre existing knowledge of the subject. It is a very good tactical book and I would recommend it as a very strong supplement to Analyst and Marketing managers who are trying to expand their knowledge base.

Wayne Winston is the guy that teaches Microsoft employees how to use excel, he knows his stuff. The book is concise and the exercises ensure that you understand each chapter fully. Dont assume that this is a light read, this is a step by step tutorial on how to use excel to perform marketing analytics.

This is a darn good book. The 2nd printing of the 1st edition was partially reviewed by me (as well as the Excel files) for a fall class at Otterbein University this fall. My faculty web page has this 9 page list of possible errata and comments (has been shared with the author) in an item near the bottom "Some potential errata on the fine book Marketing Analytics by Wayne Winston, 1st ed, 2nd printing". See <http://faculty.otterbein.edu/wharper/> if interested. I may have errors or misunderstandings in my quick run through of a subset of this fine book. Most likely many of these items will be addressed in subsequent printings or the next edition.

very good book , especially for the people how have an old education somehow , or for those who want to refresh their marketing knowledge . this book ,firstly brings you back to the marketing approaches and theories ,secondly teaches you how to implement those theories though advanced Excls .

Great book that allows for a review of business and statistical concepts in a hands-on way! I was able to catch up on concepts I learned but has become quite rusty very quickly.

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