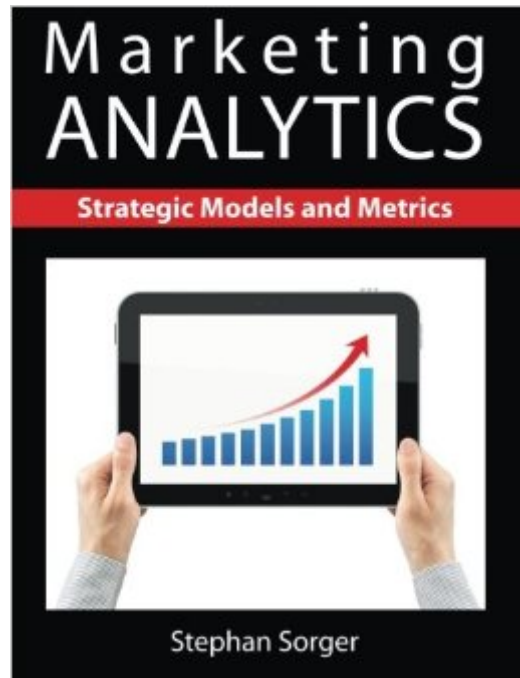# Marketing Analytics: Strategic Models And Metrics

Synopsis

Marketing Analytics: Strategic Models and Metrics offers marketing students and professionals a practical guide to strategic decision models and marketing metrics. The tools described in the book will aid marketers in making intelligent decisions to drive revenue and results in their organizations. The book contains a wealth of information on marketing analytics: Almost 500 pages of text, covering a wide variety of decision models and metrics Nearly 400 figures, including diagrams, tables, and charts Step-by-step instructions on market segmentation, conjoint analysis, and other techniques Current examples demonstrating how organizations are applying models and metrics The list of chapters below includes a sample of the topics: Chapter 1. Introduction - Introduction to marketing analytics Chapter 2. Market Insight - Market sizing and trend analysis Chapter 3. Market Segmentation - Segment identification, analysis, and strategy Chapter 4. Competitive Analysis - Competitor identification, analysis, and strategy Chapter 5. Business Strategy - Analytics-based strategy selection Chapter 6. Business Operations - Forecasting, predictive analytics, and data mining Chapter 7. Product and Service Analytics - Conjoint analysis and product/service metrics Chapter 8. Price Analytics - Pricing techniques and assessment Chapter 9. Distribution Analytics - Analytics-based channel evaluation and selection Chapter 10. Promotion Analytics - Promotion budget estimation and allocation Chapter 11. Sales Analytics - Metrics for sales, profitability, and support Chapter 12. Analytics in Action - Pivot tables and data-driven presentations Edition: First Edition, Version 1.1, introduced November 2013. Revision 1.1 incorporates minor corrections and edits. It retains the same layout as the original release (First Edition, Version 1.0). See StephanSorger.com for a complete record of all changes.

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Customer Reviews

I will approach this review from an academic angle and share my reactions to the book as I progressed from the first chapters towards the end.The book starts with setting the ground on what Marketing Analytics is as a discipline and dives into different application areas of marketing analytics in the organization. The coverage of the topics in each chapter is self-explanatory with plenty of clearly explained concepts, acronyms and terminology every marketing professional uses and/or comes across every day. From Chapter 3 on, there are advanced concepts around segmentation and modeling which are demonstrated by data and excel based examples, which are very valuable for someone exposed to these techniques for the first time. Reader is guided through excel menus and options while the concept (such as regression, linear optimization etc.) is explained and results of the analysis tied to tangible outcomes. Throughout the book, there are callouts which provide examples (called Marketing Made Measurable) which give mini-cases which ground the concepts covered in each chapter to interesting examples from real life. This practical approach of the book is what makes this a great textbook for a curriculum which has a Marketing Analytics offering at the advanced undergraduate or entry graduate level.I am giving 4 stars since the book is accomplishing a ton by providing a very wide coverage of all the possible topics which are traditionally embedded within the marketing analytics discipline, but as with any other such project, there is room to improve.

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