The book was found

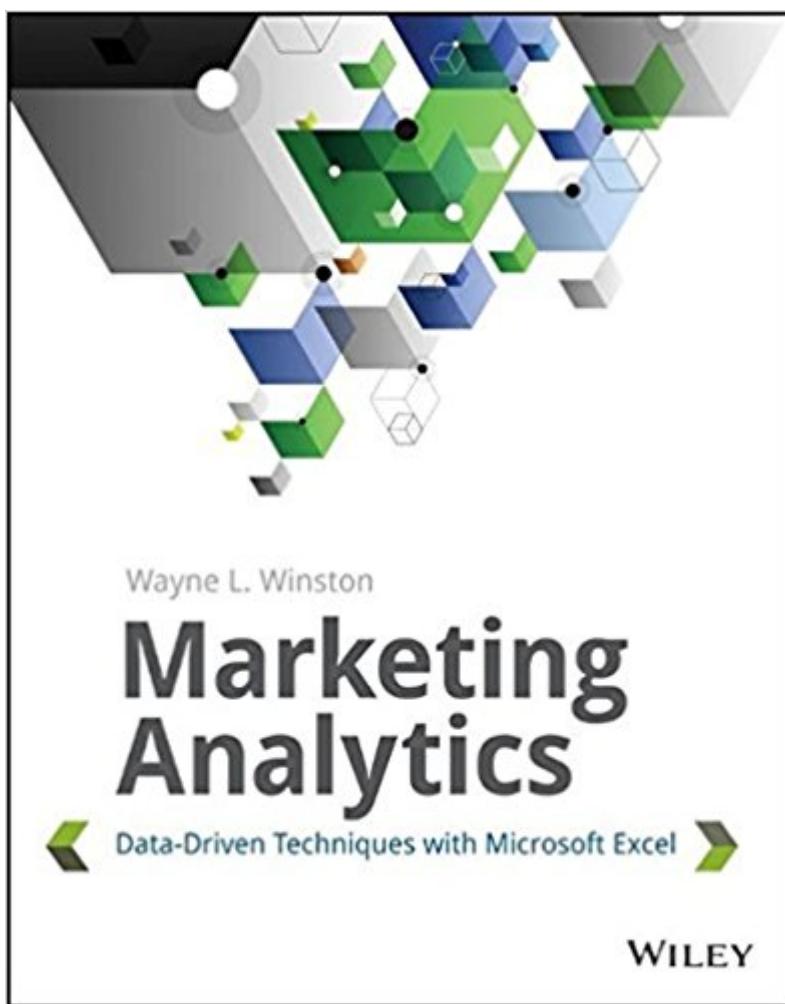# Marketing Analytics: Data-Driven Techniques With Microsoft Excel

Wayne L. Winston

Marketing Analytics

Data-Driven Techniques with Microsoft Excel

WILEY

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 techniquesâ "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

Powerful techniques for analyzing business data with Excel Most businesses are awash in data. To make that data work for your business, you need a simple, cost-effective tool — ideally, one

you already know something about. Excel is that tool. Every example in this book features step-by-step instructions, a downloadable Excel file containing data and solutions, and plenty of screenshots. To sharpen your marketing analytics, you just need this guide and Excel. This book will help you master many important marketing analytic concepts, including: Using Excel charts and functions to summarize marketing data Estimating demand curves and using Solver to determine profit-maximizing pricing strategies Using cluster analysis for market segmentation Developing customized forecasting models that show you how your marketing mix impacts sales Measuring the effectiveness of your advertising program Understanding the analytics underlying social networks and viral marketing Companion website At the companion website, www.wiley.com/go/marketinganalytics, you can download all the Excel files used in this book, find answers to all the exercises at the ends of the chapters, and be advised of any errors discovered.

Wayne L. Winston is John and Esther Reese chaired Professor of Decision Sciences at the Indiana University Kelley School of Business and will be a Visiting Professor at the Bauer College of Business at the University of Houston. He has won more than 45 teaching awards at Indiana University. He has also written numerous journal articles and a dozen books, and has developed two online courses for Harvard Business School.

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.

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.

It's not easy wading through the concepts, but its definitely worth it. The exercises are interesting and challenging, and if you do it right you'll internalize the material. I have some of his other Excel manuals and as a marketer, this one is easily my favorite. The only downside is the author skipping past some procedural details that I have now become prepared for; basically, if you look at the exercise, think about how you will do it before you read the instructions because you'll know when there is a minor omission. I still give it 5 stars because of the quality of the supplemental materials and applicability to the marketing field.

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 Excels .

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.

Was expecting solid work but this has much more than I thought. Real applicable ideas in here. Well done

Best Marketing Analytics book, very detailed and clear!

WOW !! Nice. everything i needed.

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