Marketing Database Analytics: Transforming Data for Competitive Advantage

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Marketing Database Analytics presents a step-by-step process for understanding and interpreting data in order to gain insights to drive business decisions. One of the core elements of measuring marketing effectiveness is through the collection of appropriate data, but this data is nothing but numbers unless it is analyzed meaningfully.

Focusing specifically on quantitative marketing metrics, the book:

- Covers the full spectrum of marketing analytics, from the initial data setup and exploration, to segmentation, behavioral predictions and impact quantification
- Establishes the importance of database analytics, integrating both business and marketing practice
- Provides a theoretical framework that explains the concepts and delivers techniques for analyzing data
- Includes cases and exercises to guide students' learning

Banasiewicz integrates his knowledge from both his academic training and professional experience, providing a thorough, comprehensive approach that will serve graduate students of marketing research and analytics well.

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