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Autore	Winston Wayne L
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Nota di contenuto	Cover; Title Page; Copyright; Contents; Introduction; Part I Using Excel to Summarize Marketing Data; Chapter 1 Slicing and Dicing Marketing Data with PivotTables; Analyzing Sales at True Colors Hardware; Analyzing Sales at La Petit Bakery; Analyzing How Demographics Affect Sales; Pulling Data from a PivotTable with the GETPIVOTDATA Function; Summary; Exercises; Chapter 2 Using Excel Charts to Summarize Marketing Data; Combination Charts; Using a PivotChart to Summarize Market Research Surveys; Ensuring Charts Update Automatically When New Data is Added; Making Chart Labels Dynamic Summarizing Monthly Sales-Force RankingsUsing Check Boxes to Control Data in a Chart; Using Sparklines to Summarize Multiple Data Series; Using GETPIVOTDATA to Create the End-of-Week Sales Report; Summary; Exercises; Chapter 3 Using Excel Functions to Summarize Marketing Data; Summarizing Data with a Histogram; Using Statistical Functions to Summarize Marketing Data; Summary; Exercises; Part II Pricing; Chapter 4 Estimating Demand Curves and Using Solver to Optimize Price; Estimating Linear and Power Demand Curves; Using the Excel Solver to Optimize Price Pricing Using Subjectively Estimated Demand CurvesUsing SolverTable to Price Multiple Products; Summary; Exercises; Chapter 5 Price Bundling; Why Bundle?; Using Evolutionary Solver to Find Optimal

Bundle Prices; Summary; Exercises; Chapter 6 Nonlinear Pricing; Demand Curves and Willingness to Pay; Profit Maximizing with Nonlinear Pricing Strategies; Summary; Exercises; Chapter 7 Price Skimming and Sales; Dropping Prices Over Time; Why Have Sales?; Summary; Exercises; Chapter 8 Revenue Management; Estimating Demand for the Bates Motel and Segmenting Customers; Handling Uncertainty

Markdown Pricing Summary; Exercises; Part III Forecasting; Chapter 9 Simple Linear Regression and Correlation; Simple Linear Regression; Using Correlations to Summarize Linear Relationships; Summary; Exercises; Chapter 10 Using Multiple Regression to Forecast Sales; Introducing Multiple Linear Regression; Running a Regression with the Data Analysis Add-In; Interpreting the Regression Output; Using Qualitative Independent Variables in Regression; Modeling Interactions and Nonlinearities; Testing Validity of Regression Assumptions; Multicollinearity; Validation of a Regression; Summary Exercises Chapter 11 Forecasting in the Presence of Special Events; Building the Basic Model; Summary; Exercises; Chapter 12 Modeling Trend and Seasonality; Using Moving Averages to Smooth Data and Eliminate Seasonality; An Additive Model with Trends and Seasonality; A Multiplicative Model with Trend and Seasonality; Summary; Exercises; Chapter 13 Ratio to Moving Average Forecasting Method; Using the Ratio to Moving Average Method; Applying the Ratio to Moving Average Method to Monthly Data; Summary; Exercises; Chapter 14 Winter's Method; Parameter Definitions for Winter's Method Initializing Winter's Method

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## Sommario/riassunto

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.

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