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		Database Analytics and Data ExplorationThe Exploratory Data Analysis

Sommario/riassunto	<P><EM>Marketing Database Analytics</EM> 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.</P><P> Focusing specifically on quantitative marketing metrics, the book:</P><UL><LI>Covers the full spectrum of marketing analytics, from the initial data setup and exploration, to segmentation, behavioral predictions and impact quantification</L