

PRAISE FOR *MARKETING ANALYTICS*

‘With its focus on practicality, this book is an invaluable toolkit of frameworks to drive consumer-centric analytics initiatives across marketing organizations. It is unique in going beyond theoretical aspects and helping practitioners apply analytics to understand consumer behaviour and identify business opportunities. Grigsby’s extensive experience makes it a must-read for marketing professionals of all levels.’ **Anna Andrusova, Senior Data Analyst, JCPenney**

‘This is an excellent read for people in the industry who work in strategy and marketing. It is one of the first books that I have read that covers the entire spectrum from demand, segmentation, targeting, and how results can be calculated. In an age where marketing is becoming more and more sophisticated, this book provides the tools and the mathematics behind the facts. *Marketing Analytics* is written with a scientific voice, but is very readable, with the science wrapped into everyday activities, based on a character we can all relate to, that are derived from these formulas, ultimately driving ROI.’ **Elizabeth Johnson, CEO, PathFormance**

‘Grigsby’s book is the right blend of theory applied to the real-world large-scale data problems of marketing. It’s exactly the book I wish I’d had when I started out in this field.’ **Jeff Weiner, Senior Director, Analytics, One10**

‘An insightful, practical book for analytics marketing practitioners. It both entertains and serves as a handbook for marketing analytics. With easy-to-follow examples, Grigsby paints a clear picture of how to execute data analytics and its role in the larger marketing and organizational goals.’ **Craig Armstrong, Director, Strategic Business Analysis, Targetbase**

‘This is a great book for practitioners who have learned plenty of theories and want to learn how to apply methodologies. It is also a great, easy-to-read resource for anyone who does not have a deep theoretical background but wants to learn how analytics work in real life.’ **Ingrid Guo, VP, Analytics, and Managing Director, Javelin Marketing Group (Beijing)**