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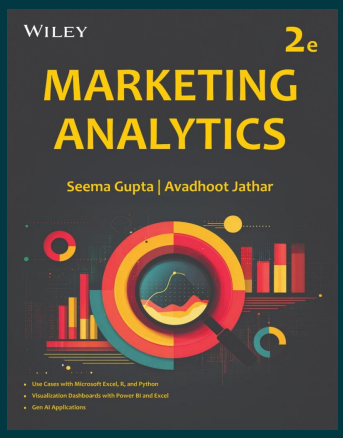

Marketing Analytics, 2ed

By Seema Gupta, Avadhoot Jathar

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Description

Marketing Analytics offers students, educators, and practitioners a practical guide to applying statistical, machine learning, and generative AI models to marketing decisions. The book serves as a unified reference for key marketing areas such as branding, product development, pricing, marketing mix, and customer journey.

It addresses decision-making challenges across several industries, including CPG, hospitality and restaurants, e-commerce, retail, and entertainment. The text highlights trade-offs in inference based on industry-specific data, data limitations, and regulatory norms governing data usage.

The book demonstrates use cases with models built using Microsoft Excel, R, and Python—three widely used tools in the analytics industry. In addition, the second edition introduces data visualization as a means of communicating insights and inferences, featuring Microsoft Power BI.

Overall, the book provides a comprehensive introduction to making marketing decisions through data and analytics.

About the Author

Seema Gupta, Avadhoot Jathar

Dr. Seema Gupta is a seasoned academic leader, management educator, and institution builder, currently serving as Director of Bharati Vidyapeeth Institute of Management & Research, Delhi—a constituent unit of Bharati Vidyapeeth (Deemed to Be University), Pune. With over three decades of experience across India’s premier academic institutions and industry, she brings a rare blend of academic depth, institutional leadership, and entrepreneurial energy to higher education.

Dr. Gupta was a tenured Associate Professor at IIM Bangalore, a premier institute she served for 15 years, where she taught core marketing courses and served as Chairperson of the Executive MBA program. Her contributions to curriculum design, industry integration, and learner engagement have left a lasting legacy at the institute.

At Galgotias University, where she was Dean of the School of Business, Dr. Gupta institutionalized Bloom’s Taxonomy, case-based learning, active learning pedagogies, and a Question Bank Management System—improving student outcomes and assessment quality across the board.

Dr. Gupta played a pivotal role in India’s EdTech evolution through her leadership at Great Learning, where she was Director of Degree and Business programs. She led large-scale online programs in partnership with Jain University, Shiv Nadar University, SRM, PES, and Great Lakes, overseeing program design,

LMS implementation, and learner success. A prolific scholar, Dr. Gupta has published in top-tier international journals including Information Systems Research (FT50) and the Journal of Marketing Theory and Practice. She has authored over 26 case studies and teaching notes with Harvard Business Publishing, several of which are global bestsellers. Her books, on Digital Marketing, Marketing Analytics, AI in Business, and Digital Transformation—are widely prescribed across IIMs, IITs, and leading B-schools. She has also published several Scopus-indexed and peer-reviewed journal articles. Dr. Gupta is a respected trainer and consultant, having conducted workshops for organizations like 3M, Arvind

Brands, John Distilleries, Union Bank, and Aranyani. Her Executive Education programs at IIM Bangalore were among the most in-demand, especially in digital marketing. She has consulted for clients such as Nilon's, KW Group, ABA Corp, Karnataka Milk Federation (Nandini), and Karnataka State Seeds Corporation,

offering strategic insights on business transformation, branding, and customer engagement.

A TEDx speaker at IIT Guwahati, Dr. Gupta spoke on Digital Psychology, drawing from her research and book. As a serial entrepreneur, she has launched two ventures in digital learning, developed online courses, raised seed capital, and built sustainable revenue models. She is a regular contributor to media outlets like Times of India, Financial Express, Brand Equity, and maintains a strong LinkedIn presence, where she shares insights on marketing, leadership, education, and digital disruption.

Avadhoot Jathar is currently working as a Partner (Data Scientist) in the Data Science and Innovation Team at Kantar. He has been working in analytics consulting companies since completing his Fellow Program in Quantitative Methods (now known as Decision Sciences) from IIM Bangalore.

His experience in marketing analytics spans pricing, marketing mix models, probability and scoring models in CRM, loyalty programs, driver models in marketing research, and A/B testing for causal in market inference. In recent years, he has consulted clients on generative model-based summarization and natural language use cases involving customer feedback and product testing data. He enjoys teaching and has delivered analytics-oriented courses at IIM Trichy and IIM Udaipur. He has mentored several colleagues at work and students from these courses on data science and machine learning models for marketing decisions.

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Table of Contents

About the Authors v

Preface vii

Datasets xv

Chapter 1 Introduction 1

1.1 Marketing Analytics 1

1.2 Data for Marketing Analytics 2

1.3 What Are Business Intelligence, Analytics,

and Data Science? 5

1.4 Analysis 6

1.5 Exploratory Data Analysis 6

1.6 Descriptive Analysis 11

1.7 Predictive Analytics 12

1.8 Prescriptive Analytics 12

1.9 Bringing It All Together—Visualization Dashboards 13

1.10 Why Marketing Analytics—Career Prospects

and Nature of Jobs 16

1.11 Organization of the Book 20

Summary 23

Key Terms 24

Discussion Questions 24

Chapter 2 Segmentation 25
2.1 Introduction 27
2.2 Benefits of Customer Analytics 27
2.3 Factors Essential for Obtaining Benefits from Customer Analytics 28
2.4 Segmentation Analytics 29
2.4.1 Data Collection in Segmentation 29
2.4.2 Customer Segmentation Process 29
2.4.3 Data Analysis for Customer Segmentation 30
2.5 Cluster Analysis 32
2.5.1 Applications of Cluster Analysis
2.5.2 Examples of Cluster Analysis 34
2.5.3 Data Used for Clustering 34
2.5.4 Clustering Algorithms 36
Summary 48
Key Terms 49
Discussion Questions 49
Project 49
Chapter 3 Positioning 51
3.1 Introduction 52
3.2 Perceptual Mapping 53
3.2.1 Using Two Determinant Attributes 53
3.2.2 Using Multiple Product Attributes 54
3.2.3 Joint Perceptual Maps 54
3.2.4 Constructing a Perceptual Map 55
3.3 White Spaces 57
3.4 Umbrella Brands 57
3.5 Multidimensional Scaling 58
Summary 65
Key Terms 65
Discussion Questions 66
Project 66
Chapter 4 Product Analytics 67
4.1 Introduction 68
4.2 Analyzing Digital Products 70
4.3 Analyzing Non-Digital Products 71
4.3.1 Utility and Choice 72

4.3.2 Application of Choice Models 76
4.3.3 Conjoint Analysis—Survey Design
and Estimation 81
4.3.4 Product Attributes and Attribute Levels 82
4.3.5 Product Levels 82
4.3.6 Steps in Performing Conjoint Analysis 83
4.3.7 Value-Based Pricing 91
4.3.8 Market Forecasting 92
4.3.9 Factors That Impact New Product
Adoption 94
4.3.10 Applying the Diffusion Model in
Marketing 95
Summary 98
Key Terms 98
Discussion Questions 98
Project 99
Chapter 5 Pricing 101
5.1 Introduction 102
5.2 Goals of Pricing 102
5.3 Bundling 103
5.3.1 Illustration of Bundling 103
5.3.2 Types of Bundling 104
5.3.3 Analyzing Bundles as Promotions 105
5.4 Skimming 106
5.4.1 Illustration of Price Skimming 106
5.4.2 Appropriate Usage of Skimming 107
5.4.3 Analytics with Price Skimming 108
5.5 Revenue Management 108
5.6 Promotions 110
5.6.1 Measuring Promotional Lifts 110
5.6.2 Types of Promotions 111
5.7 Discounting 112
5.7.1 Types of Discounting 112
5.8 Price Elasticity of a Beverage Brand 114
5.8.1 Transformations on Metric in Price
Elasticity Model 116
5.8.2 Price Adjustment with Inflation
Measure 116

5.9 Candidate Models/Methodology for
Price Elasticity Measurements 120
Summary 124
Key Terms 124
Discussion Questions 124
Project 125
Annexure 5 125
Chapter 6 Marketing Mix 135
6.1 Introduction 136
6.2 Market Mix Modeling 137
6.3 Variables in Market Mix Modeling 138
6.3.1 Base Variables 138
6.3.2 Incremental Variables 138
6.3.3 Other Variables 139
6.4 Techniques of Market Mix Modeling 140
6.4.1 Regression Analysis 140
6.4.2 Non-Linear Optimization 153
6.5 Using Power BI to Visualize Marketing Mix Data 162
6.5.1 Why Unpivot? (Wide to Long) 164
6.5.2 Create a Bar Chart Showing “Total
Amount by Marketing Channel” 172
6.5.3 Filter or Slice by Marketing Channel 174
6.5.4 Use a Single Measure for All Spend
Types (Calculate Total Spend) 176
6.5.5 Performing More Advanced Analysis
(e.g., Spend per Unit Sold by Channel) 180
Summary 184
Key Terms 186
Discussion Questions 186
Project 186
Annexure 6 186
Chapter 7 Customer Journey 199
7.1 Introduction 200
7.2 Importance of Customer Journey 200
7.3 What Is Customer Journey Mapping? 201
7.4 Customer Journey Mapping and Use of Analytics 203
7.5 How to Map a Customer’s Journey 203
7.5.1 Data Gathering 203

7.5.2 Creating a Buyer Persona 204
7.5.3 Determining the Stages of a
Customer’s Journey 204
7.5.4 Determining the Touchpoints of a
Customer’s Journey 204
7.5.5 Asking Customers 204
7.5.6 Identifying the Pain Points in a
Customer’s Journey 205
7.5.7 Fixing the Problems 205
7.5.8 Updating 205
7.6 What Does Analytics with Customer Journeys
Involve? 206
7.7 Customer Journey Use Case for a Beverage Brand 209
7.8 Journey of a Loyal Customer 209
7.9 Principal Component Analysis 211
7.9.1 Variance by Principal Components 212
7.10 Applying Principal Components to Brand
Evaluations Data 213
Summary 221
Key Terms 221
Discussion Questions 222
Project 222
Annexure 7 222
Chapter 8 Nurturing Customers 233
8.1 Introduction 234
8.2 Metrics for Tracking Customer Experience 234
8.2.1 Customer Feedback Metrics 235
8.2.2 Behavior-Derived Customer Metric 239
8.3 Upgrading Customers: Use Case of Upselling 240
8.4 Logistic Regression Analysis 243
8.4.1 Estimation of Model Parameters β 245
8.4.2 Diagnostic Tests with Logistic
Regression
8.4.3 Interpretation of Effect of a Metric
on Log-Odds 247
8.5 Use of Logistic Regression as a Classification
Technique 248
8.6 Analysis Approach with Services Marketing Metrics 251

8.7 Inferring Customer Satisfaction Through
Sentiment Analysis 252
8.7.1 Challenges and Considerations 253
8.8 Python Code for Deriving Sentiment from
Text Data 254
8.9 Application Exercise 254
Summary 261
Key Terms 262
Discussion Questions 262
Project 262
Annexure 8 263
Chapter 9 Customer Analytics 281
9.1 Introduction 282
9.1.1 Building a Customer Persona 284
9.1.2 Benefits of Creating Customer
Personas 284
9.1.3 Part of Buyer Persona 285
9.2 Customer Lifetime Value 288
9.2.1 Need for Calculating CLV 288
9.2.2 Calculating CLV 288
9.2.3 Boosting CLV 289
9.2.4 Identifying Profitable Customers 289
9.2.5 Computing CLV 290
9.2.6 Example of CLV 291
9.3 Churn Analytics 296
9.3.1 Calculating Churn Rate 297
9.3.2 Identifying Churn 298
9.3.3 Importance of Customer Retention 298
9.4 Ways to Retain Customers for Physical and
E-Commerce Retailers 300
9.5 Visualizing Churn and LTV with Power BI 302
Summary 314
Key Terms 314
Discussion Questions 314
Project 315
Annexure 9 315
Chapter 10 Digital Analytics: Metrics and Measurement 329
10.1 Introduction 330

10.2 Important Web Metrics 331
10.2.1 Overall Website Traffic 331
10.2.2 Conversion Rate 332
10.2.3 Exit Rate 332
10.2.4 Bounce Rate 335
10.2.5 Click-Through Rate 336
10.2.6 Page Views 337
10.2.7 Unique Page Views 338
10.2.8 Sessions 338
10.2.9 Time on Site 340
10.2.10 Unique Visitors 340
10.3 Attribution Challenge and Shapley Regression 341
10.4 Test and Control or A/B Testing 345
10.4.1 ANOVA and Regression 346
10.4.2 ANOVA: Linear Regression Model 349
10.5 Example Use Case: Webpage Design with A/B Testing 351
10.6 Search Engine Marketing 353
10.6.1 Why Is SEM Important? 353
10.6.2 SEM Platforms 354
10.6.3 How Does an Ad Win the Ad Auction? 354
10.7 Search Engine Optimization 355
10.7.1 Working of SEO 356
10.7.2 Factors Affecting SEO 356
10.8 SEM or SEO: Which Is the Optimal Choice? 357
10.9 Social Media Analytics 362
10.10 App Marketing Metrics 363
Summary 365
Key Terms 366
Discussion Questions 366
Project 366
Annexure 10 367
Chapter 11 Artificial Intelligence and Machine Learning 373
11.1 Introduction 374
11.2 Importance of AI in Marketing 375
11.3 Key Applications of AI in Marketing 376
11.3.1 Personalization of Online Experience 376
11.3.2 Chatbots 377

11.3.3 AI-Powered Dynamic Emailing 379
11.4 Common Terminologies—AI, ML, and DL 379
11.5 Important Concepts of ML 380
11.5.1 Variance and Bias Trade-Off 380
11.5.2 Training 381
11.5.3 Validation and Test 382
11.5.4 The k-Fold Cross-Validation 382
11.5.5 Bootstrapping/Bagging Validation 384
11.5.6 Regularization Penalty 385
11.5.7 Decision Trees 386
11.6 Random Forests 390
11.6.1 Data Description and Formatting before Classification Model 391
11.7 Model Evaluation Using ROC, AUC, and Confusion Matrix 396
11.8 Boosting Trees 402
11.9 Variable Importance 405
11.10 Simple Feed-Forward Network 406
11.11 Deep Neural Network 408
11.12 Image Recognition 412
11.12.1 Convolutional Neural Network 414
11.12.2 Marketing Applications of Image Recognition 417
11.13 Working with Textual Data 418
11.13.1 Recurrent Neural Network 423
11.14 Recommendation Systems 424
11.14.1 Collaborative Filtering 425
11.14.2 Content-based Filtering 435
11.15 Generative and Traditional AI 442
11.15.1 Generative AI Preliminaries 442
11.15.2 Generative AI Use Cases in Marketing 445
11.15.3 Customer Service Revolutionized by Generative AI 451
11.15.4 Implementation Best Practices for Generative AI 453
11.15.5 Various Generative AI Tools Used by Marketers 454
11.16 Challenges Involved with AI 455

Summary 457
Key Terms 459
Discussion Questions 459
Chapter 12 Data Visualization 461
12.1 Introduction 461
12.2 Necessity of Data Visualization 462
12.2.1 Understand Patterns and Trends 463
12.2.2 Simplified Understanding of
Complex Data 464
12.2.3 Data-Driven Storytelling 464
12.3 Charts 466
12.3.1 Bar Chart 466
12.3.2 Stacked Bar Graph 467
12.3.3 Histogram 468
12.3.4 Box Plot 469
12.3.5 Violin Plot 469
12.3.6 Pie Chart 470
12.3.7 Scatter Plot 471
12.3.8 Bubble Chart 472
12.3.9 Line Chart 473
12.3.10 Heat Map 473
12.4 Visualizations Useful with Common Data
Science Techniques 475
12.4.1 Visualizations for Communicating
Regression Inference 476
12.4.2 Visualization Inference for Predictive
Machine Learning Models 479
12.4.3 Communicating Inference with
Segmentation/Clustering 480
12.5 Storytelling with Power BI Dashboard 482
12.5.1 Brand Health Dashboard 482
12.5.2 Building a Branding Dashboard 483
12.6 Conclusion 496
Summary 496
Key Terms 497
Discussion Questions 497
Project 497
Appendix 1: Installing and Using R 499

Appendix 2: Installing Python 505

Endnotes 511

Index 517

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