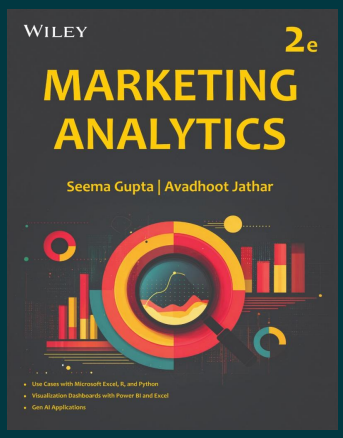
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Marketing Analytics, 2ed

By Seema Gupta, Avadhoot Jathar

Paperback 9789373320489 ₹999.00

Pages: 546

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.

He can be reached via https://www.linkedin.com/in/avadhoot-jathar

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