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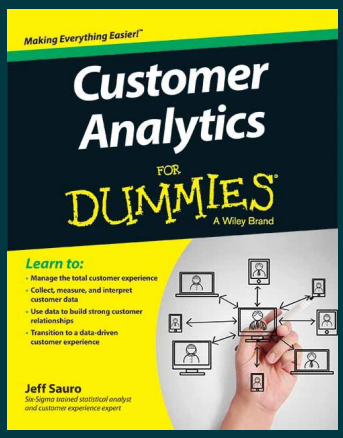

Customer Analytics for Dummies

By Jeff Sauro

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Customer Analytics for Dummies gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics and much more to effectively manage the customer experience. Written by a highly visible expert in the area of customer analytics, this guide will have you up and running on putting customer analytics into practice at your own business in no time.

About the Author

Jeff Sauro

Jeff Sauro is a Six-Sigma trained statistical analyst and pioneer in quantifying the customer experience. He is the founding principal of Measuring Usability LLC

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