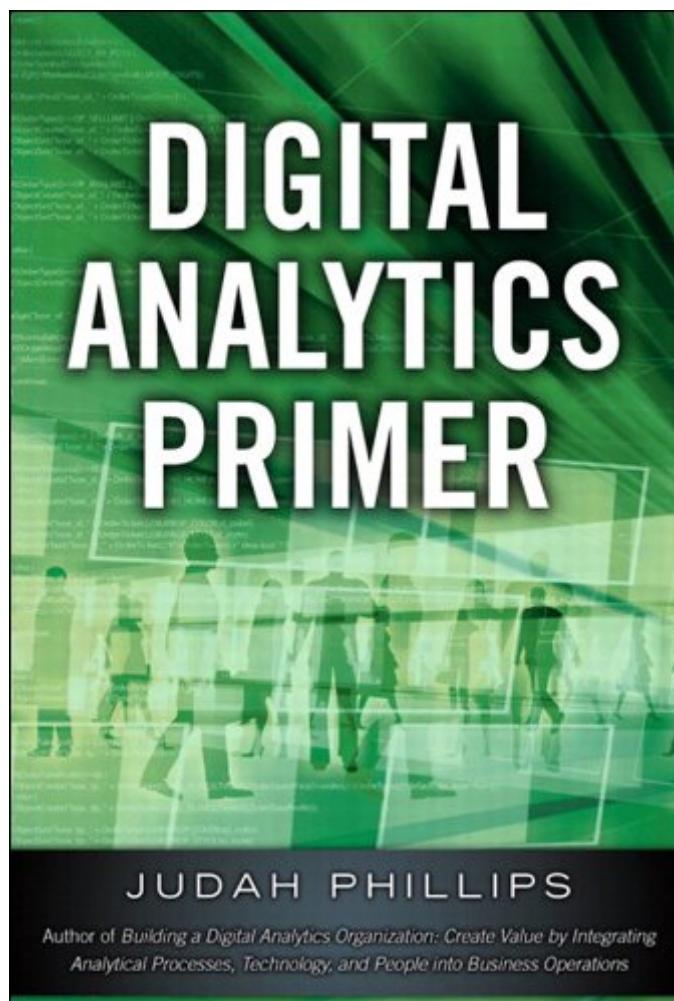


The book was found

Digital Analytics Primer



Synopsis

Learn the concepts and methods for creating economic and business value with digital analytics, mobile analytics, web analytics, and market research and social media data. In *Digital Analytics Primer*, pioneering expert Judah Phillips introduces the concepts, terms, and methods that comprise the science and art of digital analysis for web, site, social, video, and other types of quantitative and qualitative data. Business readers—“from new practitioners to experienced executives” who want to understand how digital analytics can be used to reduce costs and increase profitable revenue throughout the business should read this book. Phillips delivers a comprehensive review of the core concepts, vocabulary, and frameworks, including analytical methods and tools that can help you successfully integrate analytical processes, technology, and people into all aspects of business operations. This unbiased and product-independent primer draws from the author’s extensive experience doing and managing analytics in this field.

Book Information

File Size: 2013 KB

Print Length: 230 pages

Simultaneous Device Usage: Up to 5 simultaneous devices, per publisher limits

Publisher: Pearson FT Press; 1 edition (October 11, 2013)

Publication Date: October 11, 2013

Sold by: Digital Services LLC

Language: English

ASIN: B00FXX6ZRQ

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #1,041,455 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #76 in Books > Computers & Technology > Web Development & Design > Website Analytics #293 in Kindle Store > Kindle eBooks > Business & Money > Economics > Statistics #516 in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Production & Operations

[Download to continue reading...](#)

Measuring the Digital World: Using Digital Analytics to Drive Better Digital Experiences (FT Press Analytics) Building a Digital Analytics Organization: Create Value by Integrating Analytical Processes, Technology, and People into Business Operations (FT Press Analytics) Ecommerce Analytics: Analyze and Improve the Impact of Your Digital Strategy (FT Press Analytics) Digital Analytics Primer The Basics of Digital Forensics: The Primer for Getting Started in Digital Forensics R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data & Analytics Series) R for Everyone: Advanced Analytics and Graphics (Addison-Wesley Data and Analytics) Web and Network Data Science: Modeling Techniques in Predictive Analytics (FT Press Analytics) Practical Web Analytics for User Experience: How Analytics Can Help You Understand Your Users Google Analytics in Pictures: A quick insight into Google Analytics: ideal for service based business owners and marketing professionals Adobe Analytics Quick-Reference Guide: Market Reports and Analytics (formerly SiteCatalyst) Getting Started with Google Analytics: How to Set Up Google Analytics Correctly from the Beginning 42 Rules for Applying Google Analytics: A practical guide for understanding web traffic, visitors and analytics so you can improve the performance of your website 42 Rules for Applying Google Analytics: 42 Rules for Applying Google Analytics Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business Leveraging the Power of Data Analytics, Data Science, ... (Hacking Freedom and Data Driven Book 2) Data Just Right: Introduction to Large-Scale Data & Analytics (Addison-Wesley Data and Analytics) Big Data Driven Supply Chain Management: A Framework for Implementing Analytics and Turning Information Into Intelligence (FT Press Analytics) Modeling Techniques in Predictive Analytics: Business Problems and Solutions with R, Revised and Expanded Edition (FT Press Analytics) Applied Insurance Analytics: A Framework for Driving More Value from Data Assets, Technologies, and Tools (FT Press Analytics) Real-World Data Mining: Applied Business Analytics and Decision Making (FT Press Analytics)

[Dmca](#)