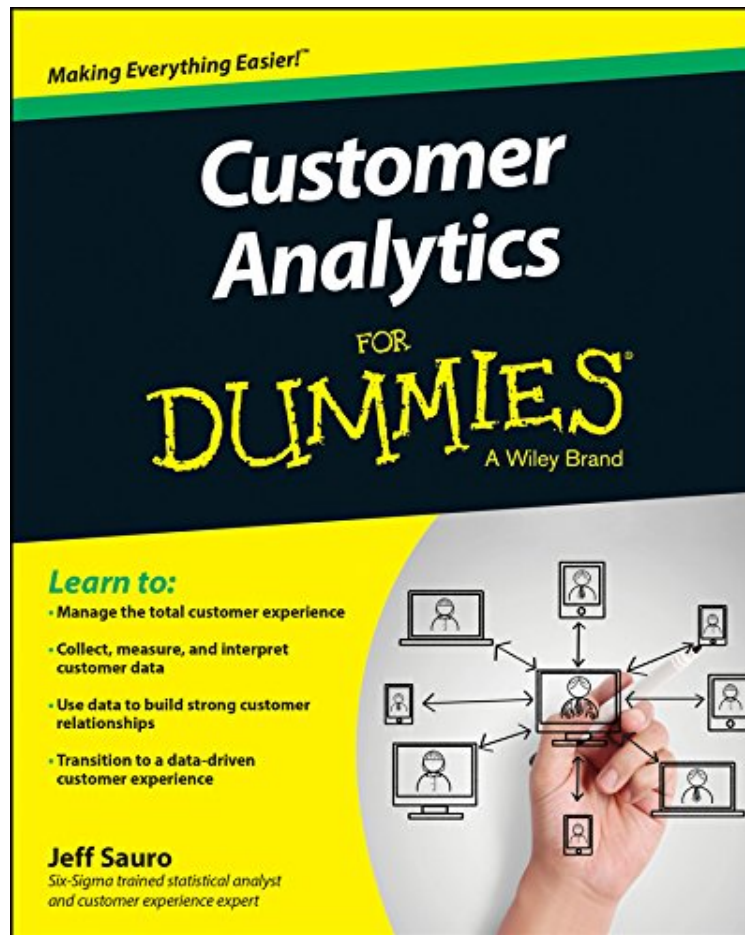


# Customer Analytics For Dummies

Jeff Sauro

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**Jeff Sauro : Customer Analytics For Dummies** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Analytics For Dummies:

1 of 1 people found the following review helpful. Super Promoter!By brian ashbaughI'm a huge promoter of Jeff Sauros work and contributions to the UX research community. Highly recommend this and all the other books written by Jeff.Hoping Jeff's next book will focus more on predictive analytics!0 of 1 people found the following review helpful. Four StarsBy BulisaGreat3 of 3 people found the following review helpful. Customer Analytics for smart, busy business peopleBy Z. ExleyI've read a lot about predicting with analytics but find many of the introductory books just assume you already know so much. It provides a good foundation in correlations and making comparisons, which are essential tools for making decisions with analytics. I help companies implement better testing strategies to improve their conversion rates. Like in his earlier book, Jeff is able to both explain the technical aspects of A/B testing without it being too academic and show you how it integrates well into a larger customer measurement framework. He provides the essential information on statistical significance and sample size and makes it relevant and easily digestible. I found the Appendix on Predictive Analytics particularly helpful.For some reason, stats for AB testing and

customer analytics is extremely hard to wrap one's head around -- even though the math is not particularly complex. It's almost as if statisticians wanted to cover up the simplicity and practicality of their field with a lot of confusing terms and backwards ideas (down with "The Null Hypothesis"! ). Rather than sound like he's talking about something way over your head, Jeff would rather you understand all this stuff, and be able to use it yourself in your business. I get the "Dummies" branding -- but this book should really be called "Customer Analytics for smart, busy business people who want to actually understand this stuff without being put to sleep by a PhD."

The easy way to grasp customer analytics Ensuring your customers are having positive experiences with your company at all levels, including initial brand awareness and loyalty, is crucial to the success of your business. Customer Analytics For Dummies shows you how to measure each stage of the customer journey and use the right analytics to understand customer behavior and make key business decisions. 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. Shows you what to measure, how to measure, and ways to interpret the data Provides real-world customer analytics examples from companies such as Wikipedia, PayPal, and Walmart Explains how to use customer analytics to make smarter business decisions that generate more loyal customers Offers easy-to-digest information on understanding each stage of the customer journey Whether you're part of a Customer Engagement team or a product, marketing, or design professional looking to get a leg up, Customer Analytics For Dummies has you covered.

From the Back Cover Learn to: Manage the total customer experience Collect, measure, and interpret customer data Use data to build strong customer relationships Transition to a data-driven customer experience Understand customers, enhance branding, and drive sales with customer analytics Understanding customer behavior and ensuring a positive experience are crucial to business success. This easy-to-read guide provides everything you need to know to stay on track, from interpreting customer data and testing to understanding usability metrics and enhancing brand awareness. Dive in, and connect with your customers like never before! Segmenting customers -- apply segmenting to your customer base with a complete breakdown of the process and the advantages you'll gain through segmenting The customer journey -- explore the entire customer journey by applying usability metrics, customer satisfaction and benchmarking studies, customer awareness measures, post-purchase analytics, and more Testing, testing, testing -- find out what to measure, how to measure, ways to interpret data, and how to use A/B testing and purchasing testing to gain valuable insight Let's get real -- apply real-world customer analytics examples from top companies to your own endeavors What's in an attitude? -- understand how customer attitudes influence behavior and the effectiveness of your brand Open the book and find: A complete overview of measuring branding and customer awareness How to measure and track customer loyalty The skinny on product requirements and development Tips on understanding and acting on usability metrics The lowdown on prediction and statistics in understanding customers Ten customer metrics you should collect Ten methods to improve the customer experience About the Author Jeff Sauro is a Six-Sigma trained statistical analyst and pioneer in quantifying the customer experience. He writes a weekly column at [measuringu.com](http://measuringu.com) and has been an invited speaker at Fortune 500 companies, industry conferences, and as an expert witness.