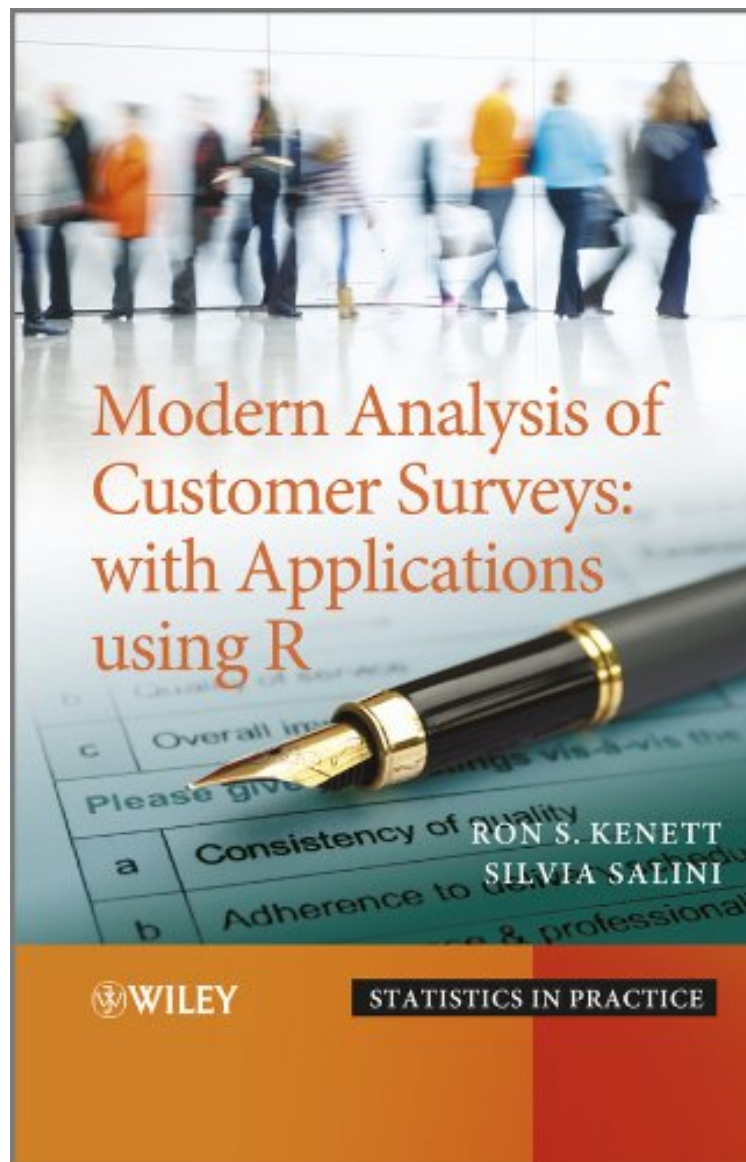


[Download free pdf] Modern Analysis of Customer Surveys: with Applications using R (Statistics in Practice)

## Modern Analysis of Customer Surveys: with Applications using R (Statistics in Practice)

Ron S. Kenett, Silvia Salini

ebooks | Download PDF | \*ePub | DOC | audiobook



 Download

 Read Online

#2494200 in eBooks 2011-11-11 2011-11-11 File Name: B0067PZ71Y | File size: 30.Mb

**Ron S. Kenett, Silvia Salini : Modern Analysis of Customer Surveys: with Applications using R (Statistics in Practice)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Modern Analysis of Customer Surveys: with Applications using R (Statistics in Practice):

5 of 5 people found the following review helpful. AcademicBy Dimitri ShvorobI would be surprised if the book found

an audience among practitioners. To me, it looks like a collection of academic papers, which, when they apply the various (mostly quite established) statistical methods to a standard benchmark dataset - typically, referring to R packages and other statistical software products that can be used for the task - do not seem to yield much novel insight about the data, leaving one with the question "So what did we gain by using these techniques?" I would put "Modern analysis of customer surveys" in the category of books whose primary beneficiaries are their authors. 0 of 0 people found the following review helpful. Hardly any R code  
By K. Boggs  
There is hardly any R code in the entire book!  
0 of 0 people found the following review helpful. Too Academic  
By Amal Rajwani  
This book presents some useful theory and examples of customer survey data analysis but is entirely too academic - I agree with another review that it looks like a collection of academic papers and its very difficult to distill practical applications

Customer survey studies deals with customers, consumers and user satisfaction from a product or service. In practice, many of the customer surveys conducted by business and industry are analyzed in a very simple way, without using models or statistical methods. Typical reports include descriptive statistics and basic graphical displays. As demonstrated in this book, integrating such basic analysis with more advanced tools, provides insights on non-obvious patterns and important relationships between the survey variables. This knowledge can significantly affect the conclusions derived from a survey. Key features: Provides an integrated, case-studies based approach to analysing customer survey data. Presents a general introduction to customer surveys, within an organization's business cycle. Contains classical techniques with modern and non standard tools. Focuses on probabilistic techniques from the area of statistics/data analysis and covers all major recent developments. Accompanied by a supporting website containing datasets and R scripts. Customer survey specialists, quality managers and market researchers will benefit from this book as well as specialists in marketing, data mining and business intelligence fields.

From the Back Cover  
Customer survey studies deals with customers, consumers and user satisfaction from a product or service. In practice, many of the customer surveys conducted by business and industry are analyzed in a very simple way, without using models or statistical methods. Typical reports include descriptive statistics and basic graphical displays. As demonstrated in this book, integrating such basic analysis with more advanced tools, provides insights on non-obvious patterns and important relationships between the survey variables. This knowledge can significantly affect the conclusions derived from a survey. Key features: Provides an integrated, case-studies based approach to analysing customer survey data. Presents a general introduction to customer surveys, within an organization's business cycle. Contains classical techniques with modern and non standard tools. Focuses on probabilistic techniques from the area of statistics/data analysis and covers all major recent developments. Accompanied by a supporting website containing datasets and R scripts. Customer survey specialists, quality managers and market researchers will benefit from this book as well as specialists in marketing, data mining and business intelligence fields.  
About the Author  
Ron S. Kenett, KPA Ltd., Raanana, Israel, University of Turin, Italy, and NYU-Poly, Center for Risk Engineering, New York, USA  
Silvia Salini, Department of Economics, Business and Statistics, University of Milan, Italy