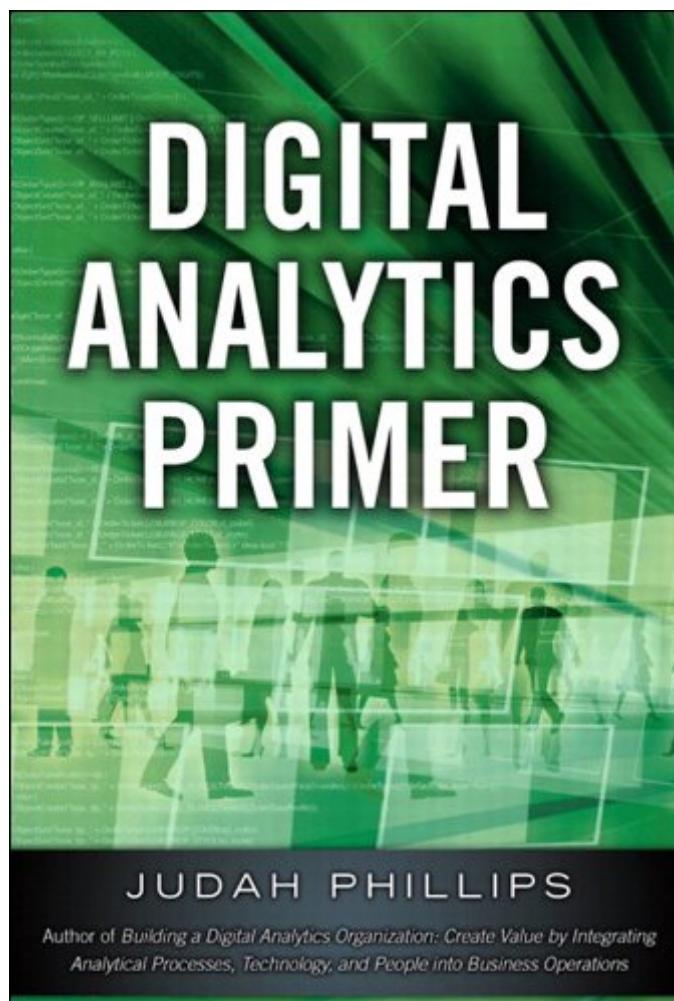


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# Digital Analytics Primer



## 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.

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