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He has designed courses for the program, including Marketing Analytics, Advanced Modeling Techniques, Data Visualization, Web and Network Data Science, and the capstone course. He has taught extensively in the program and works with more than forty other faculty members in delivering training in predictive analytics and data science.

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Data Science is a field that extracts meaningful information from data and helps marketers in discerning the right insights. These insights can be on various marketing aspects such as customer intent, experience, behavior, etc that would help them in efficiently optimizing their marketing strategies and derive maximum revenue.

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Bootstrapping is a technique that helps in many situations like validation of a predictive model performance, ensemble methods, estimation of bias and variance of the model. It works by sampling...

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Regression is one of the most popular types of data analysis methods used in business, data-driven marketing, financial forecasting, etc. There is a huge range of different types of regression models such as linear regression models , multiple regression, logistic regression, ridge regression, nonlinear regression, life data regression, and many many others.

~~10 Top Types of Data Analysis Methods and Techniques~~

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Marketing Data Science: Modeling Techniques in Predictive Analytics with R and Python. In Marketing Data Science, a top faculty member of Northwestern University's prestigious analytics program presents a fully-integrated treatment of both the business and academic elements of marketing applications in predictive analytics.

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Writing for both managers and students, Thomas W. Miller explains essential concepts, principles, and theory in the context of real-world applications. Building on Miller's pioneering program, Marketing Data Science thoroughly addresses segmentation, target marketing, brand and product positioning, new product development, choice modeling, recommender systems, pricing research, retail site selection, demand estimation, sales forecasting, customer retention, and lifetime value analysis.

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Data Science for Marketing Analytics covers every stage of data analytics, from working with a raw dataset to segmenting a population and modeling different parts of it based on the segments. The course starts by teaching you how to use Python libraries, such as pandas and Matplotlib, to read data from Python, manipulate it, and create plots using both categorical and continuous variables.

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Market Mix Modeling (MMM) is a technique which helps in quantifying the impact of several marketing inputs on sales or Market Share. The purpose of using MMM is to understand how much each marketing input contributes to sales, and how much to spend on each marketing input.

~~Market Mix Modeling (MMM) — Towards Data Science~~

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Appendix A (Data Science Methods) is a very high level overview of the most commonly used analytic techniques such as regression and classification, machine learning, data visualization, text and sentiment analysis, and time series and market response models.

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