



Wayne L. Winston

# Marketing Analytics



Data-Driven Techniques with Microsoft Excel



WILEY



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## Data-Driven Techniques with Microsoft® Excel®

Wayne L. Winston

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**Marketing Analytics: Data-Driven Techniques with Microsoft® Excel®**

Published by  
John Wiley & Sons, Inc.  
10475 Crosspoint Boulevard  
Indianapolis, IN 46256  
[www.wiley.com](http://www.wiley.com)

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Published by John Wiley & Sons, Inc., Indianapolis, Indiana

Published simultaneously in Canada

ISBN: 978-1-118-37343-9  
ISBN: 978-1-118-43935-7 (ebk)  
ISBN: 978-1-118-41730-0 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

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*To my wonderful family: Gregory, Jennifer, and Vivian*

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# About the Author



**Wayne Winston** is Professor Emeritus at the Indiana University Kelley School of Business and is currently a Visiting Professor at the University of Houston Bauer College of Business. Wayne has won more than 45 teaching awards at Indiana University. These awards include six school-wide MBA teaching awards. He has authored 25 reference journal articles and a dozen books including, *Operations Research: Applications and Algorithms* (Cengage, 1987), *Practical Management Science* (Cengage, 2011), *Data Analysis and Decision-Making* (Cengage, 2013), *Simulation Modeling with @RISK* (Cengage, 2004), *Mathletics* (Princeton, 2009), and *Excel 2013 Data Analysis and Business Modeling* (O'Reilly, 2014). Wayne has also developed two online courses for Harvard Business School: Spreadsheet Modeling, and Mathematics for Management. He has taught Excel modeling and consulted for many organizations including the U.S. Army, the U.S. Navy, Broadcom, Cisco, Intel, Pfizer, Eli Lilly, Ford, GM, PWC, Microsoft, IAC, Deloitte Consulting, Booz Allen Hamilton, QAS, eBay, the Dallas Mavericks, and the New York Knicks. Lastly, Wayne is a two-time *Jeopardy!* champion.

# About the Technical Editor



**Lopo Rego** joined the Kelley School of Business at Indiana University in 2011 as an Associate Professor of Marketing. Trained in Economics, he “converted to the dark side” during his MBA and has since been interested in understanding the association between marketing strategy and firm performance. This proved to be a life-long quest, leading him to Ann Arbor where he eventually earned his Ph.D. in Marketing at the University of Michigan's Ross School of Business. Not surprisingly, his research interests focus primarily in understanding how marketing decisions, strategies, and investments translate into firm performance, be it at the product-marketplace level, financial-accounting level or shareholder wealth level. Additionally, Lopo is interested in marketing analytics, namely in developing and analyzing marketing metrics that drive firm performance. His research has been published in such outlets as the *Journal of Marketing*, *Marketing Science*, *European Journal of Marketing*, *Journal of Empirical Generalisations in Marketing*, *Harvard Business Review*, *Journal of Research in Marketing*, and *Marketing Science Institute Working Paper Series*.

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# Acknowledgments

**O**f all my books, this one was probably the hardest to write. Thanks to my wonderful wife Vivian who was so nice to me when I got frustrated during the authoring process. Wiley acquisitions editor Robert Elliott was always encouraging and his input was a great help in shaping the final product. Wiley project editor Victoria Swider did a great job in pushing me to become a better writer.

Lastly, I must give a special note of thanks to my technical editor, Associate Professor of Marketing at the Kelly School of Business, Lopo Rego. Lopo did an amazing job of suggesting alternative wording and catching errors. He went above and beyond his role as technical editor, and I am truly indebted to him for his Herculean efforts.



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