



Wayne L. Winston

Marketing Analytics

 Data-Driven Techniques with Microsoft Excel 

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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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Contents

Introduction	xxiii
I Using Excel to Summarize Marketing Data	1
1 Slicing and Dicing Marketing Data with PivotTables	3
2 Using Excel Charts to Summarize Marketing Data	29
3 Using Excel Functions to Summarize Marketing Data	59
II Pricing	83
4 Estimating Demand Curves and Using Solver to Optimize Price	85
5 Price Bundling	107
6 Nonlinear Pricing	123
7 Price Skimming and Sales	135
8 Revenue Management	143
III Forecasting	159
9 Simple Linear Regression and Correlation	161
10 Using Multiple Regression to Forecast Sales	177
11 Forecasting in the Presence of Special Events	213
12 Modeling Trend and Seasonality	225
13 Ratio to Moving Average Forecasting Method	235
14 Winter's Method	241
15 Using Neural Networks to Forecast Sales	249

IV	What do Customers Want?	261
16	Conjoint Analysis	263
17	Logistic Regression	285
18	Discrete Choice Analysis	303
V	Customer Value	325
19	Calculating Lifetime Customer Value	327
20	Using Customer Value to Value a Business	339
21	Customer Value, Monte Carlo Simulation, and Marketing Decision Making	347
22	Allocating Marketing Resources between Customer Acquisition and Retention	365
VI	Market Segmentation	375
23	Cluster Analysis	377
24	Collaborative Filtering	393
25	Using Classification Trees for Segmentation	403
VII	Forecasting New Product Sales	413
26	Using S Curves to Forecast Sales of a New Product	415
27	The Bass Diffusion Model	427
28	Using the Copernican Principle to Predict Duration of Future Sales.	439
VIII	Retailing.	443
29	Market Basket Analysis and Lift	445

30	RFM Analysis and Optimizing Direct Mail Campaigns	459
31	Using the SCAN*PRO Model and Its Variants.	471
32	Allocating Retail Space and Sales Resources.	483
33	Forecasting Sales from Few Data Points	495
IX	Advertising	503
34	Measuring the Effectiveness of Advertising	505
35	Media Selection Models	517
36	Pay per Click (PPC) Online Advertising	529
X	Marketing Research Tools	539
37	Principal Components Analysis (PCA)	541
38	Multidimensional Scaling (MDS)	559
39	Classification Algorithms: Naive Bayes Classifier and Discriminant Analysis	577
40	Analysis of Variance: One-way ANOVA.	595
41	Analysis of Variance: Two-way ANOVA.	607
XI	Internet and Social Marketing	619
42	Networks	621
43	The Mathematics Behind <i>The Tipping Point</i>	641
44	Viral Marketing	653
45	Text Mining.	663
	Index	673

Contents

Introduction	xxiii
I Using Excel to Summarize Marketing Data	1
1 Slicing and Dicing Marketing Data with PivotTables	3
Analyzing Sales at True Colors Hardware	3
Analyzing Sales at La Petit Bakery	14
Analyzing How Demographics Affect Sales.	21
Pulling Data from a PivotTable with the GETPIVOTDATA Function	25
Summary	27
Exercises.	27
2 Using Excel Charts to Summarize Marketing Data	29
Combination Charts.	29
Using a PivotChart to Summarize Market Research Surveys	36
Ensuring Charts Update Automatically When New Data is Added	39
Making Chart Labels Dynamic	40
Summarizing Monthly Sales-Force Rankings.	43
Using Check Boxes to Control Data in a Chart	45
Using Sparklines to Summarize Multiple Data Series.	48
Using GETPIVOTDATA to Create the End-of-Week Sales Report.	52
Summary	55
Exercises.	55
3 Using Excel Functions to Summarize Marketing Data	59
Summarizing Data with a Histogram	59
Using Statistical Functions to Summarize Marketing Data.	64
Summary	79
Exercises.	80

II Pricing	83
4 Estimating Demand Curves and Using Solver to Optimize Price	85
Estimating Linear and Power Demand Curves	85
Using the Excel Solver to Optimize Price.	90
Pricing Using Subjectively Estimated Demand Curves.	96
Using SolverTable to Price Multiple Products	99
Summary	103
Exercises.	104
5 Price Bundling	107
Why Bundle?	107
Using Evolutionary Solver to Find Optimal Bundle Prices	111
Summary	119
Exercises.	119
6 Nonlinear Pricing	123
Demand Curves and Willingness to Pay	124
Profit Maximizing with Nonlinear Pricing Strategies	125
Summary	131
Exercises.	132
7 Price Skimming and Sales	135
Dropping Prices Over Time	135
Why Have Sales?	138
Summary	142
Exercises.	142
8 Revenue Management	143
Estimating Demand for the Bates Motel and Segmenting Customers	144
Handling Uncertainty	150
Markdown Pricing	153

Summary	156
Exercises	156
III Forecasting	159
9 Simple Linear Regression and Correlation	161
Simple Linear Regression	161
Using Correlations to Summarize Linear Relationships	170
Summary	174
Exercises	175
10 Using Multiple Regression to Forecast Sales	177
Introducing Multiple Linear Regression	178
Running a Regression with the Data Analysis Add-In	179
Interpreting the Regression Output	182
Using Qualitative Independent Variables in Regression	186
Modeling Interactions and Nonlinearities	192
Testing Validity of Regression Assumptions	195
Multicollinearity	204
Validation of a Regression	207
Summary	209
Exercises	210
11 Forecasting in the Presence of Special Events	213
Building the Basic Model	213
Summary	222
Exercises	222
12 Modeling Trend and Seasonality	225
Using Moving Averages to Smooth Data and Eliminate Seasonality	225
An Additive Model with Trends and Seasonality	228
A Multiplicative Model with Trend and Seasonality	231
Summary	234
Exercises	234

13	Ratio to Moving Average Forecasting Method	235
	Using the Ratio to Moving Average Method	235
	Applying the Ratio to Moving Average Method to Monthly Data	238
	Summary	238
	Exercises	239
14	Winter's Method	241
	Parameter Definitions for Winter's Method	241
	Initializing Winter's Method	243
	Estimating the Smoothing Constants	244
	Forecasting Future Months	246
	Mean Absolute Percentage Error (MAPE)	247
	Summary	248
	Exercises	248
15	Using Neural Networks to Forecast Sales	249
	Regression and Neural Nets	249
	Using Neural Networks	250
	Using NeuralTools to Predict Sales	253
	Using NeuralTools to Forecast Airline Miles	258
	Summary	259
	Exercises	259
IV	What do Customers Want?	261
16	Conjoint Analysis	263
	Products, Attributes, and Levels	263
	Full Profile Conjoint Analysis	265
	Using Evolutionary Solver to Generate Product Profiles	272
	Developing a Conjoint Simulator	277
	Examining Other Forms of Conjoint Analysis	279
	Summary	281
	Exercises	281

17	Logistic Regression	285
	Why Logistic Regression Is Necessary	286
	Logistic Regression Model	289
	Maximum Likelihood Estimate of Logistic Regression Model	290
	Using StatTools to Estimate and Test Logistic Regression Hypotheses	293
	Performing a Logistic Regression with Count Data	298
	Summary	300
	Exercises	300
18	Discrete Choice Analysis	303
	Random Utility Theory	303
	Discrete Choice Analysis of Chocolate Preferences	305
	Incorporating Price and Brand Equity into Discrete Choice Analysis	309
	Dynamic Discrete Choice	315
	Independence of Irrelevant Alternatives (IIA) Assumption	316
	Discrete Choice and Price Elasticity	317
	Summary	318
	Exercises	319
V	Customer Value	325
19	Calculating Lifetime Customer Value	327
	Basic Customer Value Template	328
	Measuring Sensitivity Analysis with Two-way Tables	330
	An Explicit Formula for the Multiplier	331
	Varying Margins	331
	DIRECTV, Customer Value, and <i>Friday Night Lights (FNL)</i>	333
	Estimating the Chance a Customer Is Still Active	334
	Going Beyond the Basic Customer Lifetime Value Model	335
	Summary	336
	Exercises	336

20	Using Customer Value to Value a Business	339
	A Primer on Valuation.	339
	Using Customer Value to Value a Business	340
	Measuring Sensitivity Analysis with a One-way Table	343
	Using Customer Value to Estimate a Firm's Market Value	344
	Summary	344
	Exercises.	345
21	Customer Value, Monte Carlo Simulation, and Marketing Decision Making	347
	A Markov Chain Model of Customer Value.	347
	Using Monte Carlo Simulation to Predict Success of a Marketing Initiative	353
	Summary	359
	Exercises.	360
22	Allocating Marketing Resources between Customer Acquisition and Retention	347
	Modeling the Relationship between Spending and Customer Acquisition and Retention	365
	Basic Model for Optimizing Retention and Acquisition Spending	368
	An Improvement in the Basic Model.	371
	Summary	373
	Exercises.	374
VI	Market Segmentation.	375
23	Cluster Analysis	377
	Clustering U.S. Cities	378
	Using Conjoint Analysis to Segment a Market	386
	Summary	391
	Exercises.	391
24	Collaborative Filtering	393
	User-Based Collaborative Filtering.	393
	Item-Based Filtering	398

Comparing Item- and User-Based Collaborative Filtering	400
The Netflix Competition	401
Summary	401
Exercises	402
25 Using Classification Trees for Segmentation	403
Introducing Decision Trees	403
Constructing a Decision Tree	404
Pruning Trees and CART	409
Summary	410
Exercises	410
VII Forecasting New Product Sales	413
26 Using S Curves to Forecast Sales of a New Product	415
Examining S Curves	415
Fitting the Pearl or Logistic Curve	418
Fitting an S Curve with Seasonality	420
Fitting the Gompertz Curve	422
Pearl Curve versus Gompertz Curve	425
Summary	425
Exercises	425
27 The Bass Diffusion Model	427
Introducing the Bass Model	427
Estimating the Bass Model	428
Using the Bass Model to Forecast New Product Sales	431
Deflating Intentions Data	434
Using the Bass Model to Simulate Sales of a New Product	435
Modifications of the Bass Model	437
Summary	438
Exercises	438

28	Using the Copernican Principle to Predict Duration of Future Sales.	439
	Using the Copernican Principle.	439
	Simulating Remaining Life of Product.	440
	Summary	441
	Exercises.	441
VIII	Retailing	443
29	Market Basket Analysis and Lift	445
	Computing Lift for Two Products	445
	Computing Three-Way Lifts	449
	A Data Mining Legend Debunked!	453
	Using Lift to Optimize Store Layout	454
	Summary	456
	Exercises.	456
30	RFM Analysis and Optimizing Direct Mail Campaigns	459
	RFM Analysis	459
	An RFM Success Story.	465
	Using the Evolutionary Solver to Optimize a Direct Mail Campaign	465
	Summary	468
	Exercises.	468
31	Using the SCAN*PRO Model and Its Variants.	471
	Introducing the SCAN*PRO Model.	471
	Modeling Sales of Snickers Bars	472
	Forecasting Software Sales	475
	Summary	480
	Exercises.	480
32	Allocating Retail Space and Sales Resources	483
	Identifying the Sales to Marketing Effort Relationship.	483
	Modeling the Marketing Response to Sales Force Effort	484

Optimizing Allocation of Sales Effort	489
Using the Gompertz Curve to Allocate Supermarket Shelf Space	492
Summary	492
Exercises	493
33 Forecasting Sales from Few Data Points	495
Predicting Movie Revenues	495
Modifying the Model to Improve Forecast Accuracy.	498
Using 3 Weeks of Revenue to Forecast Movie Revenues	499
Summary	501
Exercises	501
IX Advertising	503
34 Measuring the Effectiveness of Advertising	505
The Adstock Model	505
Another Model for Estimating Ad Effectiveness	509
Optimizing Advertising: Pulsing versus Continuous Spending.	511
Summary	514
Exercises	515
35 Media Selection Models	517
A Linear Media Allocation Model	517
Quantity Discounts	520
A Monte Carlo Media Allocation Simulation	522
Summary	527
Exercises	527
36 Pay per Click (PPC) Online Advertising	529
Defining Pay per Click Advertising	529
Profitability Model for PPC Advertising	531
Google AdWords Auction	533
Using Bid Simulator to Optimize Your Bid.	536
Summary	537
Exercises	537

X	Marketing Research Tools	539
37	Principal Components Analysis (PCA)	541
	Defining PCA	541
	Linear Combinations, Variances, and Covariances	542
	Diving into Principal Components Analysis	548
	Other Applications of PCA	556
	Summary	557
	Exercises	558
38	Multidimensional Scaling (MDS)	559
	Similarity Data	559
	MDS Analysis of U.S. City Distances	560
	MDS Analysis of Breakfast Foods	566
	Finding a Consumer's Ideal Point	570
	Summary	574
	Exercises	574
39	Classification Algorithms: Naive Bayes Classifier and Discriminant Analysis	577
	Conditional Probability	578
	Bayes' Theorem	579
	Naive Bayes Classifier	581
	Linear Discriminant Analysis	586
	Model Validation	591
	The Surprising Virtues of Naive Bayes	592
	Summary	592
	Exercises	593
40	Analysis of Variance: One-way ANOVA	595
	Testing Whether Group Means Are Different	595
	Example of One-way ANOVA	596
	The Role of Variance in ANOVA	598
	Forecasting with One-way ANOVA	599

Contrasts	601
Summary	603
Exercises	604
41 Analysis of Variance: Two-way ANOVA	607
Introducing Two-way ANOVA	607
Two-way ANOVA without Replication	608
Two-way ANOVA with Replication	611
Summary	616
Exercises	617
XI Internet and Social Marketing	619
42 Networks	621
Measuring the Importance of a Node	621
Measuring the Importance of a Link	626
Summarizing Network Structure	628
Random and Regular Networks	631
The Rich Get Richer	634
Klout Score	636
Summary	637
Exercises	638
43 The Mathematics Behind <i>The Tipping Point</i>	641
Network Contagion	641
A Bass Version of the Tipping Point	646
Summary	650
Exercises	650
44 Viral Marketing	653
Watts' Model	654
A More Complex Viral Marketing Model	655
Summary	660
Exercises	661

45	Text Mining	663
	Text Mining Definitions	664
	Giving Structure to Unstructured Text	664
	Applying Text Mining in Real Life Scenarios	668
	Summary	671
	Exercises	671
	Index	673

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