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Applied holistically, marketing analytics allows for better, more successful marketing by enabling you to close the loop as it relates to your marketing efforts and investments. For example, marketing analytics can lead to better supply and demand planning, price optimization, as well as robust lead nurturing and management, all of which leads to more revenue and greater profitability.

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The integration of statistical modeling with marketing strategy can also be referred to as marketing analytics. In this series of two guides, you will learn important techniques for implementing marketing analytics in R. This guide, Part 1, will cover: Customer Churn Prediction.

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