



Microsoft Power BI Para Business Intelligence e Data Science

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Bibliografia, Referências e Links Úteis



10 Marketing KPIs You Should Be Tracking

<https://www.impactplus.com/blog/the-10-marketing-kpis-you-should-be-tracking>

15 Key Performance Indicators to Help Improve Your Marketing

<https://blog.hubspot.com/marketing/marketing-key-performance-indicators>

20 Marketing KPIs You Need to Track in 2023

<https://clickup.com/blog/marketing-kpis/>

Dataset usado como base para o dataset deste capítulo:

<https://archive.ics.uci.edu/ml/datasets/bank+marketing>