



www.datascienceacademy.com.br

Business Analytics

Bibliografia, Referências e Links Úteis



Cutting Edge Marketing Analytics: Real World Cases and Data Sets for Hands On Learning <a href="https://www.amazon.com.br/Cutting-Edge-Marketing-Analytics-Learning-ebook/dp/800KXXQQ2K/ref=sr 1 1?ie=UTF8&qid=1481923336&sr=8-1&keywords=Cutting+Edge+Marketing+Analytics%3A+Real+World+Cases+and+Data+Sets+for+Hands+On+Learning

Journal of Marketing Analytics http://link.springer.com/article/10.1057%2Fjma.2013.3

Marketo

https://www.marketo.com/definitive-guides/

Online Marketing Institute https://www.onlinemarketinginstitute.org/blog/

Tamanho de Amostras http://statweb.stanford.edu/~susan/courses/s141/hopower.pdf

Poder Estatístico

http://powerandsamplesize.com/Calculators/Compare-2-Proportions/2-Sample-1-Sided