**THE CONTENT**

* Think like a social scientist to contextualize individual behavior in social environments, explore how human behavior develops, and establish the conditions for change
* Develop core metrics and effective key performance indicators for user analytics in any web product
* Understand statistical inference, the differences between correlation and causation, and when to apply each technique
* Conduct more effective A/B tests
* Build intuitive predictive models to capture user behavior in product
* Tease out causal effects from observational data, using the latest quasi-experimental design techniques and statistical matching
* Implement sophisticated targeting methods such as uplift modeling for marketing campaigns
* Project business costs/subgroup population changes by using advanced demographic projection methods.

### ORGANIZATION OF THE BOOK

The goal of this book is to better model, understand, and change user behavior in web and mobile products. The book is organized in the following way:

* [Chapters 1](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch01.xhtml#ch01)–[3](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch03.xhtml#ch03) explain qualitative tools and theories to model user behavior.
* [Chapters 4](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch04.xhtml#ch04)–[6](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch06.xhtml#ch06) cover introductory statistical methods in product analytics.
* [Chapters 7](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch07.xhtml#ch07)–[9](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch09.xhtml#ch09) explore predictive modeling and forecasting methods.
* [Chapters 10](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch10.xhtml#ch10)–[13](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch13.xhtml#ch13) cover causal inference methods for real-world data.
* [Chapters 14](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch14.xhtml#ch14)–[16](https://learning.oreilly.com/library/view/product-analytics-applied/9780135258644/ch16.xhtml#ch16) implement the methods explained in the quantitative chapters in R.