Regardless of company size, the adoption of data science and machine learning for marketing has been rising in the industry. With this book, you will learn to implement data science techniques to understand the drivers behind the successes and failures of marketing campaigns. This book is a comprehensive guide to help you understand and predict customer behaviours and create more effectively targeted and personalized marketing strategies.

- Learn how to compute and visualize marketing KPIs in Python and R
- Master what drives successful marketing campaigns with data science
- Use machine learning to predict customer engagement and lifetime value
- Make product recommendations that customers are most likely to buy
- Learn how to use A/B testing for better marketing decision making
- Implement machine learning to understand different customer segments