



Analítica de clientes

Material complementario de clases

Módulo 2: Direccionamiento de campañas

- Layne, R. (2023). With Predictive Analytics, Companies Can Tap the Ultimate Opportunity: Customers' Routines.
<https://hbswk.hbs.edu/item/with-predictive-analytics-companies-can-tap-the-ultimate-opportunity-customers-routines>
- Sharda, R., Delen, D. & Turban, E. (2017). Business Intelligence, Analytics, and Data Science: A Managerial Perspective. Pearson, 4a Edición.
- Blanding, M. (2020). The Right Way to Manage Customer Churn for Maximum Profit.
<https://hbswk.hbs.edu/item/the-right-way-to-manage-churn-for-maximum-profit>
- Whitler, K. (2017). Converting Analytics into Action: The Predictive Analytics Understanding-Activation Gap.
<https://www.forbes.com/sites/kimberlywhitler/2017/10/08/converting-analytics-into-action-the-predictive-analytics-understanding-activation-gap/>
- Gallo, A. (2017). A Refresher on A/B Testing. Harvard Business Review. June 2017.
<https://hbr.org/2017/06/a-refresher-on-ab-testing>
- Hall, J. (2022). How To Measure the Success Of Your Marketing Campaigns. Forbes.
<https://www.forbes.com/sites/johnhall/2022/12/25/how-to-measure-the-success-of-your-marketing-campaigns>