



Analítica de clientes

## Material complementario de clases

### Módulo 1: Introducción a la Analítica de clientes y determinación del valor del cliente

- Sharda, R., Delen, D. & Turban, E. (2017). Business Intelligence, Analytics, and Data Science: A Managerial Perspective. Pearson, 4a Edición.
- Stobierski, T. (2019). The advantages of Data-Driven decision-making. Harvard Business School Online. <https://online.hbs.edu/blog/post/data-driven-decision-making>
- Kahn, I., Leinwand, P. & M. Matt Mani (2022). How to Gain a Competitive Advantage on Customer Insights. Harvard Business Review.
- Wertz, J. (2022), Why Customer Insights Are Critical For A Business To Thrive. Forbes. <https://www.forbes.com/sites/jiawertz/2022/08/26/why-customer-insights-are-critical-for-a-business-to-thrive>
- Hayes, J. (2022). Market Segmentation: More Than Just A Phrase. <https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/08/01/market-segmentation-more-than-just-a-phrase/?sh=484646956f7d>
- Markey, R. (2020). Are You Undervaluing Your Customers? Harvard Business Review. January-February 2020.