

# Analytics for Marketing Decisions

## Marketing 564

Focuses on how firms can use real large-scale databases and analytics to improve and automate firm-level marketing decisions. Consists of four key modules - Product design analytics, Pricing analytics, Promotion and advertising analytics, Placement analytics (with focus on digital and mobile channels).

Rapid advances in information technology during the last decades have enabled firms to create and analyze large databases of customer interactions and transactions. While many firms have extensive customer databases, few firms have the expertise to intelligently act on such information. In this class, you will learn how to be a data-savvy manager. You will learn how firms can use data analytics to optimize their marketing mix decisions or the 4 Ps – Product Design, Pricing, Promotion and Advertising, and Placement. In the process, you will also gain expertise in methodologies for developing statistical models for descriptive, causal, and predictive models for large-scale data. The class will conclude with a discussion of the implications and costs of automating marketing decisions, new developments in analytics, and the privacy concerns in storing and handling data with sensitive consumer information.

**Understand your data, study the underlying mechanisms, create insights, and make prescriptive strategies.**

### **Data**

**Understand the patterns in the data, and learn about limitations of observational data**

### **Descriptive Analysis**

**Link data analysis to theory and generate useful insights to build simple models of consumer demand**

### **Prescriptive Strategies**

**Use your models to improve your marketing decisions and improve returns on investment**

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