



# Customer Analytics For Dummies

*Jeff Sauro*

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**The easy way to grasp customer analytics**

Ensuring your customers are having positive experiences with your company at all levels, including initial brand awareness and loyalty, is crucial to the success of your business. *Customer Analytics For Dummies* shows you how to measure each stage of the customer journey and use the right analytics to understand customer behavior and make key business decisions.

*Customer Analytics For Dummies* gets you up to speed on what you should be testing. You'll also find current information on how to leverage A/B testing, social media's role in the post-purchasing analytics, usability metrics, prediction and statistics, and much more to effectively manage the customer experience. Written by a highly visible expert in the area of customer analytics, this guide will have you up and running on putting customer analytics into practice at your own business in no time.

- Shows you what to measure, how to measure, and ways to interpret the data
- Provides real-world customer analytics examples from companies such as Wikipedia, PayPal, and Walmart
- Explains how to use customer analytics to make smarter business decisions that generate more loyal customers
- Offers easy-to-digest information on understanding each stage of the customer journey

Whether you're part of a Customer Engagement team or a product, marketing, or design professional looking to get a leg up, *Customer Analytics For Dummies* has you covered.

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