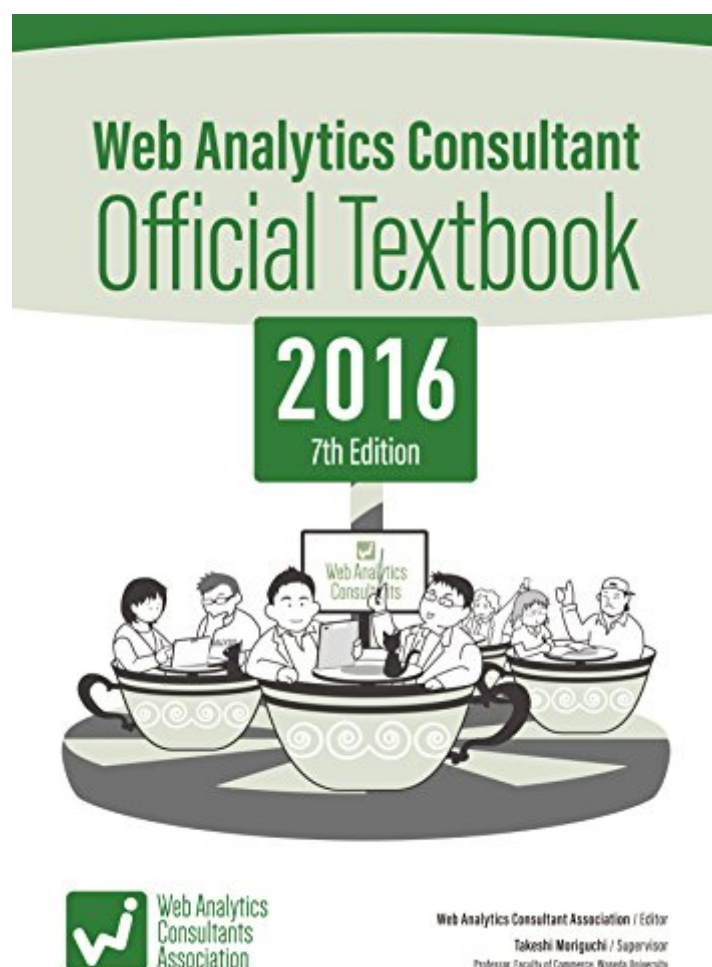# Web Analytics Consultant Official Textbook 2016 7th Edition

Synopsis

The official Web Analytics Consultant Certification text book.A Web Analytics Consultant's role is to track and archive customer's business goal which is the foundational to marketing through web analytics tools.To stay relevant with current development this 2016 first edition has included and enhanced many definitions like web analytics's terminology, analytics tools, business analysis and determination of KPI and many more.Reading through the 266 pages will provide you with a solid foundation and know how to web analytics.Happy reading!

Book Information

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