

CHAPTER OVERVIEW

21: Optimize - Data Analytics

Learning Objectives

In this chapter, you will learn:

- The importance of analytics to digital marketing.
- What metrics you can and should be tracking.
- How to capture web analytics data.
- Techniques and guidelines for analysing data to better understand your users.
- How to present data clearly and how to use data visualisation to help users understand it.

[21.1: Introduction](#)

[21.2: Key terms and concepts](#)

[21.3: Working with data](#)

[21.4: Tracking and collecting data](#)

[21.5: Analysing data](#)

[21.6: Data Visualisation](#)

[21.7: Tools of the trade](#)

[21.8: Advantages and challenges](#)

[21.9: Case study - eFinancialCareers](#)

[21.10: The bigger picture](#)

[21.11: References](#)

[21.E: Data Analytics\(Exercises\)](#)

[21.S: Data Analytics\(Summary\)](#)

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