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Marketing and Sales Analytics examines the experiences of sales and marketing leaders and practitioners who have successfully built high value analytics capabilities in multiple industries. Then, drawing on their experiences, top analytics consultant Cesar Brea introduces overarching frameworks and specific tools that can help you achieve the same levels of success in your own organization.

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Cesar A. Brea is Managing Partner of Force Five Partners, LLC (forcefivepartners.com), a marketing analytics agency that works with clients in a number of industries to design and execute multi-channel marketing and sales strategies, and to build pragmatic, sustainable analytic foundations.. Cesar has more than twenty years experience as a line executive, advisor, and entrepreneur.

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Data Analytics and Sales. Closely tied to the ways data analytics are being used for marketing is how they are being used in sales. Again, the key takeaway is that data provides insight: Insight into pricing strategies, customer responsiveness, public engagement with the brand, sales lead quality, win rates and loyalty to products over time.

[Using Analytics to Enhance Marketing and Sales](#)

Sales and Marketing analytics helps any marketer gather relevant insights (business relevant) from the data supplied to him. Also, enables him to take commercially viable decisions to increase revenue and profitability and also working on improving brand perception. With good use of Sales and Marketing Analytics, one can identify new markets, new product ideas, audience niches and areas for future development.

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