Marketing Analytics
Based on First Principles

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Data-driven Cases with R and/or Tableau

#	Case Title (Case Source)	Software Options	Topic(s) & Related Chapter(s)
1	Segmentation at Sticks Kebob Restaurant (http://store.darden.virginia.edu/segmentation-at-sticks-kebob-shops)	R and Tableau	Segmentation, Targeting, & Positioning (Chapters 3, 4, & 5)
2	Carvana – IsBadBuy? (http://store.darden.virginia.edu/carvana-isbadbuy)	R	Logistic Regression (Chapter 8)
3	Portland Trail Blazers (http://store.darden.virginia.edu/portland-trail-blazers)	Tableau	Conjoint Analysis (Chapter 12)
4	Base Price Analysis - Grocery Store Detergent	R	Marketing Mix Models (Chapter 15)
5	Have Text, Will Travel: Can Airbnb Use Review Text Data to Optimize Profits? (http://store.darden.virginia.edu/have-text-will-travel-can-airbnb-use-review-text-data-to-optimize-profits)	R	Marketing Mix Models and Topic Modeling (Chapters 15 and 17)

For access to case materials designed for using with this textbook, please email one or more of the authors from your official school email address and a link to your university profile:

- Robert W. Palmatier (palmatrw@uw.edu)
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Once we verify that you are an instructor at a university, we will send you the link to access the case material.

The case materials include case data, R Code, Tableau Packaged Workbooks, PPT slides, assignment questions, and a video discussion of how we use the case in the classroom.

If you use case which includes data and want us to help you convert it to using R and/or Tableau, please contact us. We are always looking to add more cases to this list.