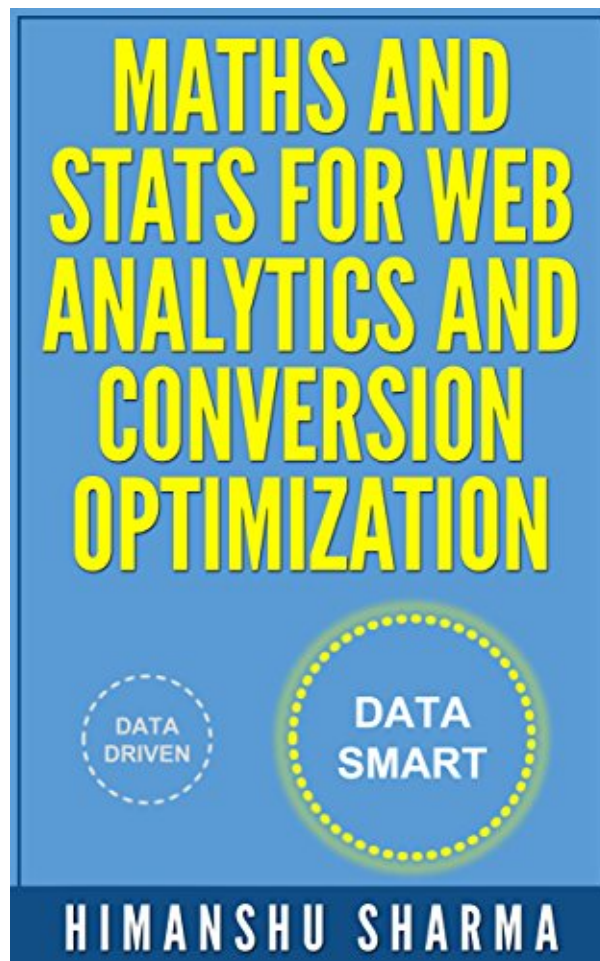


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The role of maths and statistics in the world of web analytics is not clear to many marketers. Not many talk or write about the usage of statistics and data science in conversion optimization. This book has been written to fill this knowledge gap.

Often big heavy books on maths and statistics teach you more than you need to know, you learn things that you may never use in your working life. Not only do these books waste your time and money but they also constantly push you to give up on learning key maths and statistics skills.

This expert guide will teach you exactly what you need to know. It will teach you how to leverage the knowledge of maths and statistics in order to accurately interpret data and take actions which can quickly improve the bottom-line of your online business.

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I will explain some of the most useful statistics terms/concepts one by one and will also show you their practical use in web analytics and conversion optimization, so that you can take advantage of them straightaway.

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