



Customer Profitability Analytics: A practical guide to methods and technologies

Mr. Dave McNab CPA CA

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A practical guide to Customer Profitability Analytics examining why and how to measure Customer Profitability, functional characteristics of world-class Customer Profitability measurement systems and how to manage the systems and implementation of Customer Profitability Analytics solutions. Learn why Customer Profitability Analytics is both important and challenging to implement from one of the world's most experienced practitioners in the field. Authored by Dave McNab, a Canadian Chartered Professional Accountant with over 20 years of hands-on experience delivering Customer Profitability solutions in Banking, Insurance, Brokerage and Loyalty industries throughout the Americas, Middle East, Japan and the UK. Dave is a thought leader, author and conference speaker recognized as a Subject Matter Expert on Customer Profitability globally.

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