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Plan your study to suit your convenience and schedule.

Marketing Analytics Course

Email Contact: info@educba.com



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www.educba.com

Course Overview

You get to learn and apply concepts of marketing analytics with the perspective of a data scientist.

You will learn how to:

- Measure marketing success across channels
- Visualizing your enterprise success
- Capitalize business performance
- Effective data gathering techniques from different channels.

Marketing Analytics Skills

We learn the following skills:

- **Marketing:** From marketing to skills, you will be able to learn every aspect of it. As an individual, you will be able to understand terms in a much better way.
- **R tool:** Extracting and manipulating large sets of data is just the tip of the iceberg, with R knowledge you will gain an understanding of data modeling.
- **SEO:** Understanding of which SEO tool to apply in any given scenario to get the best outcomes.

Course Features



Course Duration- 8 + Hours



Number of Courses



Verifiable Certificates



Lifetime Access



Technical Excellence

About Marketing Analytics

MARKETING ANALYTICS helps businesses to measure, analyze and predict their marketing performances for a good reason to regulate its effectiveness and optimize the ROI.

Marketing Analytics has seen far more capabilities beyond sales and lead generation; it can help you study your customers and their preferences, there trends and behavior, which product of yours is working best and which are not, which part of your business is preferred in which part of the world.

Marketing Analytics Course

This is a Bundle Course that includes complete in-depth Marketing Analytics Learning Courses combined into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as a Marketing Analytics Learning professional.



Marketing Analytics Course – The Fundamentals

Section 1. Introduction To Marketing

Analytics Overview

- Introduction
- What Is Marketing
- Why Do We Need Marketing

Section 2. Basic Concepts In

Marketing Analytics Overview

- What To Market
- Whom And When To Market
- How Analytics Drives Marketing Strategies
- Acquisition To Retention
- Customer Profitability To Contact Strategy
- Campaign Analytic

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Marketing Analytics using R and Microsoft Excel

Section 1. Introduction

- Introduction to Marketing Analytics Using R and Excel
- Basics of Marketing

Section 2. Basics of Marketing

- Marketing Analytics
- Marketing Metrics
- Marketing Planning Metrics
- Customer Service Metrics

Section 3. Sales Marketing

- Sales Channel Management Metrics
- Marketing Analytics Case Study
- Case Study-NPS of Bank
- Persuade Parameter
- What is the Customer Service
- Conjoint Analysis-Laptop Market in India
- Market Segmentation for Airlines

Section 4. Telecom

- Telecom Churn
- Product-Service Bundling
- Algorithm

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SEO Analytics Strategies- Content Marketing Tools

Section 1. Content Marketing Tools

- Content Marketing Tools and SEO Analytics
- Content Marketing Tools Marketing Automation
- Content Marketing Tools Social Media
- Content Marketing Tools Webinar
- Content Marketing Tools Graphic creation

Section 2. Content Marketing Examples

- Content Marketing Examples 1
- Content Marketing Examples 2
- Content Marketing Examples 3
- Content Marketing Examples 4
- Content Marketing Examples 5

Section 3. Choosing Color Palette

- Using Diff Seaborn Figure Styles
- Setting Different Color Palettes

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Marketing Analytics

Section 1. Introduction

- Introduction to CRM and Marketing Analytics

Section 2. Getting Started Marketing Analytics

- Marketing Problems and CCMF
- Real Marketing Data
- How CCM Decision Made Differently
- Log Linear Data
- Data Analysis
- DSA-Initial Marketing Insights
- Summary Output
- Marketing Implications How and Whom
- Logit Model
- Estimating Binary Logit Model of Retention
- How to Calculate the Utility
- Value Actual Likelihood
- Banking Balance



Frequently Asked Questions

Why should I opt for this Marketing Analytics Certification Course?

We have worked thoroughly behind these courses to design in such a way to help our aspirants and fit across their learning need widely. The Marketing Analytics training course content is as per the latest industry trend. We have covered every aspect of the Marketing Analytics and presented before you.

I am in a mid of some other job profile, can I join the Marketing Analytics Certification?

Absolutely you can, being a professional you definitely understand how crucial it is to have wide domain knowledge, and practical understanding. The certification we offer at the end of these courses will be a cherry on the cake apart from practical knowledge and Use Case understandings.



Customer Reviews

“

Course is quite informative with exposure in commonly used techniques in marketing. It covers topics like conjoint analysis, market basket analysis, logistic regression to leverage the customer data to support the marketing strategies to improve retention, acquisition and overall experience of the customers.

Ankit Tyagi

”

It is a good Introduction to Marketing Analytics. It lists the typical activities carried out in the practice of predictive analytics. Furthermore, it helps to define how to make analytics more efficient, lists the type of models that are used in marketing and digital marketing, and some hints on the leading vendors of predictive analytics.

Ricardo Garibay

”

It was a very informative course, the voice quality, clarity, content was also great. The course is very beneficial as it tells us about the background of the decisions that marketers have to take. The content was very accurate and easy to understand plus informative too. I want to thank team educba for giving such opportunities!

Pallavi Kaushal



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Marketing Analytics Course

For Queries please contact:

Email : info@educba.com



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