

# Certificate in Marketing Analytics

[eLearning]

The EY logo consists of the letters 'EY' in a bold, white, sans-serif font. Above the 'Y' is a yellow chevron shape pointing to the right. The logo is positioned in the bottom right corner of the image, which features a background of a person's hands interacting with a tablet displaying various data charts and graphs.

Shape the future  
with confidence



# Certificate in Marketing Analytics

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## About the course

Organizations, whether large or small, are often overwhelmed with data of the consumer and their choices. It is this wealth of information that needs to be interpreted. Marketers are increasingly expected to use analytics to evaluate profound insights into customer preferences and trends, which can be further used for future marketing and business decisions. In this course, we introduce the tools that learners will need to convert raw data into marketing insights so that businesses can understand what drives consumer actions, refine their marketing campaigns and optimize their return on investment.

The course will enable you to make data-driven marketing decisions, define and evaluate brand, measure customer lifetime value, test hypotheses, and interpret outputs.

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## Program Outcome

The program aids the learner with a holistic understanding of marketing as a function and embedding it with analytics to achieve the following outcome:

- ▶ Measuring the impact of marketing efforts on the brand value over a period.
- ▶ Measure customer lifetime value and use that information to evaluate strategic marketing alternatives
- ▶ Design basic experiments so that you can assess your marketing efforts and invest your marketing spent most effectively
- ▶ Learn the marketing metrics and how to apply them to your data
- ▶ Know how to ask the right questions from your data
- ▶ Build a marketing initiative forecast model from the ground level
- ▶ Build a dynamic dashboard to summarize your analysis

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## Who should attend?

- ▶ MBA - Marketing students who intend to build their career into the new dynamics of marketing technology and analytics.
- ▶ Consultants and marketing professionals who wish to advance their analytical skills and move into more strategic roles.



# Program coverage

## Module 1

- ▶ Introduction to Marketing Analytics
- ▶ How to use Marketing Analytics
- ▶ Applications
- ▶ STP Marketing
- ▶ Market Mix
- ▶ Cross Selling and upselling

## Module 2

- ▶ A/B Testing Marketing Analytics
- ▶ Best element to A/b test

## Module 3

- ▶ Customer Analytics
- ▶ Know your customer - what they want
- ▶ Customer Acquisition - Cost and life time value

## Module 4

- ▶ Markvo model

## Module 5

- ▶ Market basket analysis
- ▶ Association rule in data mining
- ▶ Market Basket Analysis In Python

## Module 6

- ▶ Final business intelligence
- ▶ Dashboard understanding
- ▶ Power BI Desktop understanding
- ▶ Functions in Power BI Desktop

## Module 7

- ▶ Introduction to problem statement
- ▶ Data loading in power BI
- ▶ Overview of the final dashboard
- ▶ Power query editor and data modelling
- ▶ Visualisations- header and card visuals
- ▶ Visualisations- line and stacked column chart
- ▶ Visualisations- line chart
- ▶ Visualisations- matrix
- ▶ Visualisations- decomposition tree
- ▶ Visualisations- slicer and navigation button





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## Program deliverables

- ▶ 16+ hours of comprehensive learning videos and content
- ▶ Access for six months
- ▶ Online assessment
- ▶ EY Certificate of Completion post assessment
- ▶ Query handling through dedicated email support

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## Certification

Participants will receive a certificate of completion at the end of the course on successfully clearing the assessment. Participants who will not be able to clear the assessment in maximum 3 attempts will get a certificate of participation.

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## Contact

For more information contact

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## Our other flagship programs

- ▶ Certificate in Ind-AS
- ▶ Certificate in Advance Analytics using R
- ▶ Certificate in Exploratory Analytics in Python
- ▶ Certificate in Finance for Non-Finance Managers
- ▶ Certificate in Business Intelligence using Power BI
- ▶ Certificate in Blockchain Technology
- ▶ Certificate in Data Visualization Using Tableau
- ▶ Certificate in Financial Modelling and Valuation
- ▶ Certificate in Lean Six Sigma Green Belt
- ▶ Certificate in Artificial Intelligence and Machine Learning in Python
- ▶ Certificate in Predictive Analytics in Python



## About EY Learning Solutions

In today's testing business environment, with organizational transformation and regulatory change constant features, a flexible and cost-effective workforce is critical. High-quality training is a crucial element of innovative talent management, to improve performance and ensure that your teams can respond to today's challenges and are equipped for career success.

We, at EYFAAS, realized this need and accordingly, have set up a dedicated "Learning Solution" practice to help corporate and practicing professionals to deal with new requirements. FAAS Learning Solutions supplements EY's primary range of services and provide business specific training solutions for our clients and business communities throughout India, Europe, the Middle East and Africa. This is done with the help of a multidisciplinary team of trainers from around the world. As a globally integrated firm, we bring global insight to our training programs.

All training programs are regularly updated to reflect changing trends and guidance. Our practical, relevant and stimulating courses are facilitated by highly competent trainers who have first-hand knowledge of the subject matter. We recognize that each client will have a different history, size, location and sector; therefore, programs can be tailored to specific needs of your business.

## For details contact

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# Our offices

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Ahmedabad - 380 015  
Tel: + 91 79 6608 3800

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Tel: + 91 80 6727 5000

Ground Floor, 'A' wing  
Divyasree Chambers  
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Taramani, Chennai - 600 113  
Tel: + 91 44 6654 8100

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Gurgaon - 122 003  
Tel: + 91 124 443 4000

3rd & 6th Floor, Worldmark-1  
IGI Airport Hospitality District  
Aerocity, New Delhi - 110 037  
Tel: + 91 11 4731 8000

4th & 5th Floor, Plot No 2B  
Tower 2, Sector 126  
NOIDA - 201 304  
Gautam Budh Nagar, U.P.  
Tel: + 91 120 671 7000

## Hyderabad

THE SKYVIEW 10  
18th Floor, "Zone A"  
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Hyderabad - 500032  
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## Jamshedpur

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5th Floor, Block B-2  
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Goregaon (E)  
Mumbai - 400 063  
Tel: + 91 22 6192 0000

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