

Certificate in Marketing Analytics

[eLearning]



Shape the future
with confidence



Certificate in Marketing Analytics

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.

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

Who should attend?

- ▶ 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



Program deliverables

- ▶ 32+ 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

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.

Contact

For more information contact

Shweta Manchanda
E: Shweta.manchanda@in.ey.com
M: + 91 98116 38456

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

Anand Akhouri
Director
Email: anand.akhouri@in.ey.com

Neha Tuteja
Sr. Manager
Email: neha.tuteja@in.ey.com

Our offices

Ahmedabad

22nd Floor, B Wing, Privilon,
Ambli BRT Road, Behind Iskcon
Temple, Off SG Highway,
Ahmedabad - 380 015
Tel: + 91 79 6608 3800

Bengaluru

6th, 12th & 13th floor
"UB City", Canberra Block
No.24 Vittal Mallya Road
Bengaluru - 560 001
Tel: + 91 80 6727 5000

Ground Floor, 'A' wing
Divyasree Chambers
11, O'Shaughnessy Road
Langford Gardens
Bengaluru - 560 025
Tel: + 91 80 6727 5000

Chandigarh

Elante offices, Unit No. B-613 & 614
6th Floor, Plot No- 178-178A,
Industrial & Business Park, Phase-I,
Chandigarh - 160002
Tel: + 91 172 671 7800

Chennai

Tidel Park, 6th & 7th Floor
A Block, No.4, Rajiv Gandhi Salai
Taramani, Chennai - 600 113
Tel: + 91 44 6654 8100

Delhi NCR

Plot No. 67, Sector-44
Institutional Area
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"
Survey No 83/1, Raidurgam
Hyderabad - 500032
Tel: + 91 40 6736 2000

Jamshedpur

1st Floor, Shantiniketan Building
Holding No. 1, SB Shop Area
Bistupur, Jamshedpur - 831 001
Tel: + 91 657 663 1000

Kochi

9th Floor, ABAD Nucleus
NH-49, Maradu PO
Kochi - 682 304
Tel: + 91 484 433 4000

Kolkata

22 Camac Street
3rd Floor, Block 'C'
Kolkata - 700 016
Tel: + 91 33 6615 3400

Mumbai

14th Floor, The Ruby
29 Senapati Bapat Marg
Dadar (W), Mumbai - 400 028
Tel: + 91 22 6192 0000

5th Floor, Block B-2
Nirlon Knowledge Park
Off. Western Express Highway
Goregaon (E)
Mumbai - 400 063
Tel: + 91 22 6192 0000

Pune

C-401, 4th floor
Panchshil Tech Park
Yerwada
(Near Don Bosco School)
Pune - 411 006
Tel: + 91 20 4912 6000



Ernst & Young Associates LLP

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.

EY refers to the global organization, and may refer to one or more, of the member firms of Ernst & Young Global Limited, each of which is a separate legal entity. Ernst & Young Global Limited, a UK company limited by guarantee, does not provide services to clients. Information about how EY collects and uses personal data and a description of the rights individuals have under data protection legislation are available via ey.com/privacy. EYG member firms do not practice law where prohibited by local laws. For more information about our organization, please visit ey.com.

Ernst & Young Associates LLP is one of the Indian client serving member firms of EYGM Limited. For more information about our organization, please visit www.ey.com/en_in.

Ernst & Young Associates LLP, is a Limited Liability Partnership, registered under the Limited Liability Partnership Act, 2008 in India, having its registered office at 22 Camac Street, 3rd Floor, Block C, Kolkata - 700016

© 2025 Ernst & Young Associates LLP. Published in India.
All Rights Reserved.

EYIN2207-014
ED None

This publication contains information in summary form and is therefore intended for general guidance only. It is not intended to be a substitute for detailed research or the exercise of professional judgment. Neither EYGM Limited nor any other member of the global Ernst & Young organization can accept any responsibility for loss occasioned to any person acting or refraining from action as a result of any material in this publication. On any specific matter, reference should be made to the appropriate advisor.

JG

