# UDACITY

Marketing Analytics

Overview

In this program, you'll learn foundational data skills, gain an in-depth understanding of Google Analytics and marketing analytics. You'll learn to analyze data and build models with Excel, Data Studio, and create informative data visualizations with Tableau.

Estimated Time:
3 Months at
10hrs/week

Prerequisites:
No Prerequisites
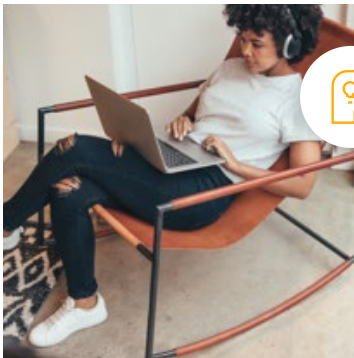
Flexible Learning:
Self-paced, so
you can learn on
the schedule that
works best for you

Technical Mentor Support:
Our knowledgeable
mentors guide your
learning and are
focused on answering
your questions,
motivating you and
keeping you on track

Course 1: Introduction to Data Analysis

Learn how to use statistics and visuals to find and communicate insights. Develop Excel skills to manipulate, analyze, and visualize data in a spreadsheet. Build Excel models to analyze possible business outcomes.

Course Project Interpret a Data Visualization	In this project, you'll explore an interactive data dashboard to uncover insights. You'll write a short report explaining each insight, and how you found the information to reach your conclusion from the dashboard.
Course Project Analyze Survey Data	In this project, you'll use statistics and spreadsheet programs like Excel to analyze data from over 500 companies on the New York Stock Exchange. You'll also forecast financial metrics based on three possible scenarios for a company of your choice from the NYSE dataset.

	LEARNING OUTCOMES	
LESSON ONE	**Descriptive Statistics**	In this course, you will learn about data types, measurement centers, and the basics of statistical and mathematical notation, as well as measures of spread, shape, and outliers as associated with quantitative and inferential statistics.
LESSON TWO	**Spreadsheets**	• This course will take you from the basics of spreadsheets to manipulating data, analyzing data, and visualizing data in spreadsheets.
LESSON THREE	**Manipulate Data**	• In this course, you will learn basic spreadsheet function: sort and filter data, use text and math functions, split columns, and remove duplicates, how to summarize data with aggregation and conditional functions, and how to use pivot tables and lookup functions.
LESSON FOUR	**Visualize Data**	In this course, you will build data visualizations for quantitative and categorical data; create pie, bar, line, scatter, histogram, and boxplot charts, and build professional presentations.

Course 2: Data Visualization

Learn to apply design and visualization principles to create impactful data visualizations, build data dashboards, and tell stories with data.

Course Project Storytelling With Data	In this project, you'll leverage the lessons you've learned about storytelling with data and evaluate a data set to craft a story for a question of your choosing focused on an e-commerce retailer.

Course Project Build Data Dashboards	In this project, you'll build interactive dashboards with Tableau and use them to discover and communicate insights from data. You'll use a dataset of flight delays in the US to visualize the quality of airlines and airports, find the best times to fly, and more.

	LEARNING OUTCOMES	
LESSON ONE	**Introduction to Data Visualization**	• In this lesson you will learn how to evaluate the quality of data visualizations and build high quality visualizations, starting with the fundamentals of data dashboards.
LESSON TWO	**Design**	• In this lesson you will learn to implement the best design practices, ad to us the appropriate chart for a particular situation.
LESSON THREE	**Data Visualizations in Tableau**	• This course teaches you how to build data visualizations in Tableau using data hierarchies, filters, groups, sets, and calculated fields, as well as map-based data visualizations in Tableau.
LESSON FOUR	**Making Dashboards & Stories in Tableau**	In this course you will learn how to build interactive Tableau dashboards and tell impactful stories using data.

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Course 3: Google Analytics

In this course you'll acquire in-depth knowledge of Google Analytics, as you learn to use advanced reporting techniques, analyze and optimize results, build fluency with Data Studio, and produce actionable insights that power significant business growth.

Course Project Advanced Displays, Segments & Views	Use advanced reporting displays and features to make more detailed observations, and map GA advanced segments to their constituencies. Then, configure view filters and settings to refine and enrich raw GA data for use in identifying audiences for remarketing and testing.

Course Project Navigating, Reports, & Dashboards	Decode, build and troubleshoot campaign URLs. Engage in channel customization to maximize analytics measurements and attribution. Then, visualize data insights using advanced reporting techniques, including GA custom reports and Data Studio dashboards.

	LEARNING OUTCOMES	
LESSON ONE	**Intro to Google Analytics**	In this course, you learn how to use Google Analytics to evaluate your audience, measure the success of your acquisition and engagement efforts, evaluate your user's conversions to your goals, and use those insights to plan and optimize your marketing budgets.
LESSON TWO	**Advanced Displays, Segmentation, and Filtering**	Learn how to understand data by using Google Analytics for creating advanced graphical displays and segmenting audiences.
LESSON THREE	**Acquisition, Conversion, Ecommerce, & Attribution**	Learn how to use UTM tagging for campaigns and the channel customization process, and step through the fundamentals of using Google Attribution 360.
LESSON FOUR	**Dashboards, Custom Reports, Alerts**	Learn about the fundamentals of creating custom reports, and step through the process of building data dashboards in Google Analytics & Data Studio.

Course 4: Marketing Analytics

In this course you will learn about a wide range of marketing and business metrics, and how to evaluate the growth and health of your marketing efforts.

Course Project Crafting an Analytic Brief	In this project you'll create an analytic brief to answer pertinent questions about your business, your customer, and how you will test & learn from your marketing analytics initiative. You will use a sample company, or pick a company you are familiar with, to complete this exercise.

Course Project Create a Campaign Report	In this project, you'll use statistics, spreadsheet programs, and presentation software to develop a comprehensive marketing report based on a sample dataset. You'll be tasked with exploring how well a sample company performed against its objectives as well as performing specific marketing-related calculations to report on campaign performance and audience insights.

	LEARNING OUTCOMES	
LESSON ONE	**Introduction to Marketing Analytics**	In this course you will learn how marketing data is collected and distributed, the common questions we seek to answer in marketing, and how to gather and evaluate the necessary metrics. You'll also learn how to set business goals and define the metrics used to determine if you've met those goals. This course will also explore ways to develop confidence in our reporting skills and how to make every analytics project actionable.
LESSON TWO	**Metrics That Matter**	This course will show you how to identify the correct metrics to be using, and how to use a variety of frameworks to report on your findings. Additionally, you'll learn how to create an Analytic Brief, and explore the most popular tools for collecting data across every marketing channel.

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LESSON THREE	**Analyzing Marketing Data**	This course will explain how to put all your marketing analytics skills in practice. You'll go hands-on with various formulas to calculate the most common marketing metrics.
LESSON FOUR	**Macro Digital Analysis**	In this course, you will learn how to zoom out and explore the world of analytics from a different perspective. You'll learn how to calculate important business metrics such as Market Size, Brand Equity, Trends, Competitors, and your Net Promoter Score.

Our Classroom Experience
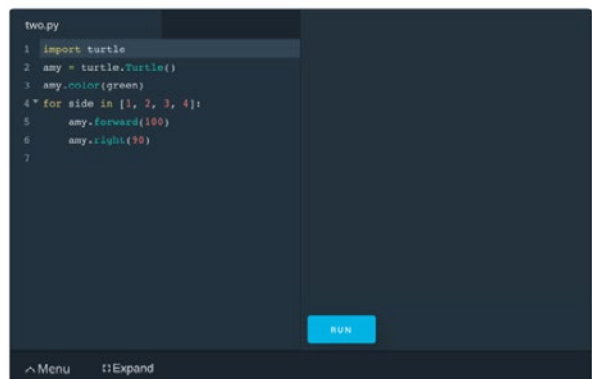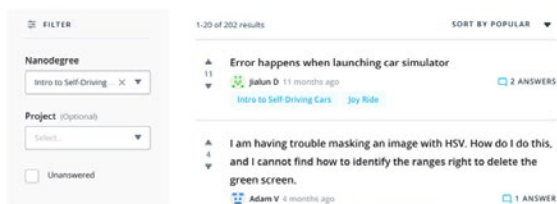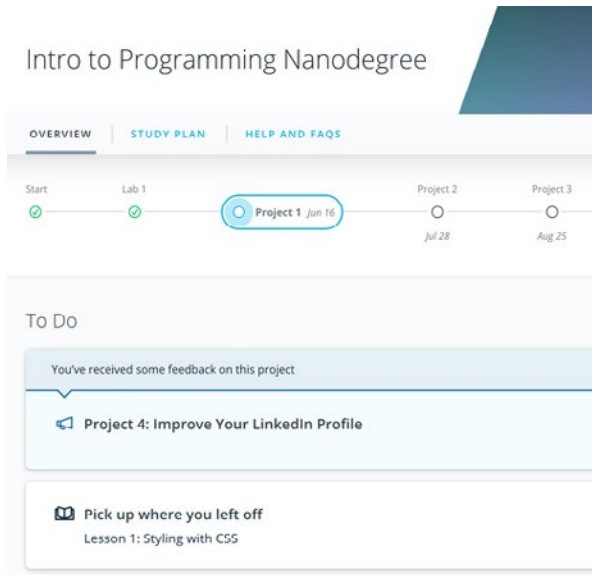
REAL-WORLD PROJECTS
Build your skills through industry-relevant projects. Get personalized feedback from our network of 900+ project reviewers. Our simple interface makes it easy to submit your projects as often as you need and receive unlimited feedback on your work.

KNOWLEDGE
Find answers to your questions with Knowledge, our proprietary wiki. Search questions asked by other students, connect with technical mentors, and discover in real-time how to solve the challenges that you encounter.

WORKSPACES
See your code in action. Check the output and quality of your code by running them on workspaces that are a part of our classroom.

QUIZZES
Check your understanding of concepts learned in the program by answering simple and auto-graded quizzes. Easily go back to the lessons to brush up on concepts anytime you get an answer wrong.

CUSTOM STUDY PLANS
Create a custom study plan to suit your personal needs and use this plan to keep track of your progress toward your goal.

PROGRESS TRACKER
Stay on track to complete your Nanodegree program with useful milestone reminders.

Learn with the Best

Brad Batesole

MARKETING EXECUTIVE

Brad is a marketing executive who has led teams of top marketers at top companies; Lynda.com, TMZ, LegalZoom, and LinkedIn. He has extensive experience from every angle, from marketing strategy and user experience to social media, paid media, and SEO.

Josh Bernhard

DATA SCIENTIST

Josh has been sharing his passion for data for nearly a decade at all levels of university, and as Lead Data Science Instructor at Galvanize. He's used data science for work ranging from cancer research to process automation.

Dana Sheahen

CONTENT DEVELOPER

Dana is an electrical engineer with a Masters in Computer Science from Georgia Tech. Her work experience includes software development for embedded systems in the Automotive Group at Motorola, where she was awarded a patent for an onboard operating system.

Mat Leonard

CONTENT DEVELOPER

Mat is a former physicist, research neuroscientist, and data scientist. He did his PhD and Postdoctoral Fellowship at the University of California, Berkeley.

All Our Nanodegree Programs Include:

EXPERIENCED PROJECT REVIEWERS

REVIEWER SERVICES

- Personalized feedback & line by line code reviews
- 1600+ Reviewers with a 4.85/5 average rating
- 3 hour average project review turnaround time
- Unlimited submissions and feedback loops
- Practical tips and industry best practices
- Additional suggested resources to improve

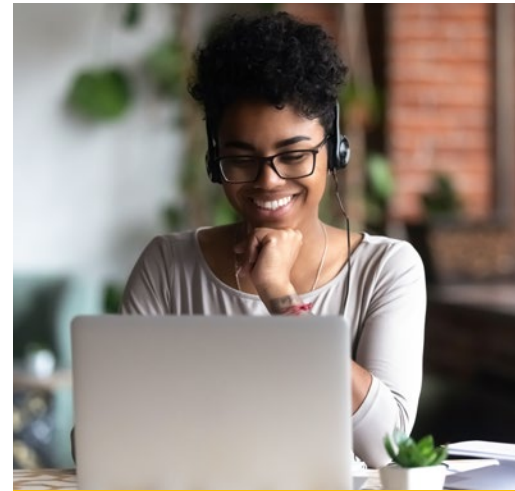**TECHNICAL MENTOR SUPPORT**

MENTORSHIP SERVICES

- Questions answered quickly by our team of technical mentors
- 1000+ Mentors with a 4.7/5 average rating
- Support for all your technical questions

PERSONAL CAREER SERVICES

CAREER SUPPORT

- Github portfolio review
- LinkedIn profile optimization

Frequently Asked Questions

PROGRAM OVERVIEW

WHY SHOULD I ENROLL?
This Nanodegree program is an excellent introduction to the fundamentals of data and marketing analysis. You will leave with practical skills that you can apply in any job. These skills are also an excellent foundation for a career in marketing analysis, data analysis, and data science.

WHAT JOBS WILL THIS PROGRAM PREPARE ME FOR?
This is an introductory program that is not designed to prepare you for a specific job. However it is well-suited for those those looking to apply data skills in their current roles. It is also a great first step on a journey to becoming a marketing analyst or data scientist. We have more courses that will pick up from where this course leaves off to help you become ready for a career in marketing or data science.

HOW DO I KNOW IF THIS PROGRAM IS RIGHT FOR ME?
This Nanodegree program offers an ideal path for students new to marketing and data analysis. Data is a transformational force in every marketing team and business. Analysis of data has become a mandatory skill to have in order to provide value in any organization. This Nanodegree program offers an introduction to the world of data. By learning foundational marketing and analytics tools, you will be ready to advance in a career in marketing analytics.

ENROLLMENT AND ADMISSION

DO I NEED TO APPLY? WHAT ARE THE ADMISSION CRITERIA?
No. This Nanodegree program accepts all applicants regardless of experience and specific background.

WHAT ARE THE PREREQUISITES FOR ENROLLMENT?
There are no prerequisites for enrolling aside from basic computer skills and English proficiency. You should feel comfortable performing basic operations on your computer like opening files and folders, opening applications, and copying & pasting. Although no prior experience with Google Analytics is required, familiarity with the platform is useful.

TUITION AND TERM OF PROGRAM

HOW IS THIS NANODEGREE PROGRAM STRUCTURED?
The Marketing Analytics Nanodegree program is comprised of content and curriculum to support eight (8) projects. We estimate that students can complete the program in three (3) months, working 5-10 hours per week.

FAQs Continued

Each project will be reviewed by the Udacity reviewer network. Feedback will be provided and if you do not pass the project, you will be asked to resubmit the project until it passes.

HOW LONG IS THIS NANODEGREE PROGRAM?
Access to this Nanodegree program runs for the length of time specified in the payment card above. If you do not graduate within that time period, you will continue learning with month to month payments. See the **Terms of Use** and **FAQs** for other policies regarding the terms of access to our Nanodegree programs.

SOFTWARE AND HARDWARE

WHAT SOFTWARE AND VERSIONS WILL I NEED IN THIS PROGRAM?
To enroll, students will need a Gmail account to use Google Analytics.