



8 Courses

Marketing Analytics  
Foundation

Introduction to Data  
Analytics

Data Analysis with  
Spreadsheets and SQL

Python Data Analytics

Statistics for Marketing

Data Analytics Methods for  
Marketing

Marketing Analytics with  
Meta

Meta Marketing Science  
Certification Exam



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## Hamza Shafiq

has successfully completed the online, non-credit Professional Certificate

# Meta Marketing Analytics

In this specialization, learners developed and honed essential marketing analytics skills, including basic principles of marketing, analytics tasks such as using SQL queries to pull data from a database and cleaning data using spreadsheets. Learners also developed a foundational understanding of statistics, explored common analytics methods used by marketers to evaluate and communicate the results of advertising campaigns and Meta Marketing analytics tools.

Anke Audenaert CEO &  
Co-Founder Aptly  
Adj. Professor, UCLA  
Anderson School of  
Management

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