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

∞ Meta

18-Oct-2023

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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