Marketing Mix Modelling

Description:

This course is for marketing and Data Analysis students who are required to integrate both statistics and marketing. Detailed Explanation of Advanced regression technique and mathematics behind each metrics is given in this course.

Start Date:

Doubt Clear Time:

Course Time:

Features:

Assignment

Quiz

Downloadable Resources

Completion Certificate

What we learn:

Marketing strategy

Workflow of models

Data types and sources

Correlation

Regression Techniques

Statistics behind regression

Optimization

Requirements:

Prior knowledge in Marketing

System with Internet Connection

Interest to learn

Dedication

Basics of Python

Instructor:

Name:

Bharath J P V

Description:

Enthusiast Data Scientist with a strong background in Mathematics and Statistics. Completed My Master in Statistics. Have experience teaching Mathematics and Statistics for more than a year. I thought for more than 1000 students and helped them make their careers in their respective fields. I believe in "we rise by lifting others". Following this principle, I hope to make your life easier.

>Introduction:

>>Course introduction

>>Who is this course for?

>>Course overview

>>Course outcome

>Introduction to Marketing Mix models:

>>Introduction to Marketing Mix Models

>>Understanding Marketing Mix Models

>Data for Marketing Mix Models:

>>Workflow of marketing mix models

>>Data request and Data Sources

>>Data Categories

>Data PreProcessing:

>>Data Exploration

>>Data Processing

>>AdStock

>>Decay Function and Diminishing Returns

>Regression analysis: