Self Reflection

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My goal：

Learn anything about digital marketing, including data scratching, data cleaning and data analyzing skills.

What I have achieved from this class:

1. Design thinking, including targeting the user of the website, finding their needs and drawing the journey map of the website.
2. Web page designing skills. How to use Bootstrap and Pingendo as tools to build the prototype of the website and HTML,CSS and Javascript are learned from the course.
3. A new tool to show the data. Airtable is similar to Excel on its functions. However, Airtable is an online tool which can link an api on the web page. Users can update the data in the original table and show in the web page automatically.
4. Website analyzing methods. In last few classes, Google Analysis is useful to track the page views and where the users click into the website, which can help online companies do market research.

Learning goal in the future:

1. To master database tools, such as mySQL. Pass the NCRE next year.
2. To master data analyzing tools, such as Python.
3. More practical in market analyzing. Learn more theories and business models in market analyzing from various platforms, such as courses on campus or online.