

# SkillSyncAI Learning Resources

## 1. Topic: Customer segmentation

Certification: Customer Segmentation and Prospecting (<https://www.coursera.org/learn/customer-segmentation>)

Certification: Customer Segmentation using Machine Learning (<https://www.udemy.com/course/customer-segmentation-using-machine-learning/>)

YouTube: Customer Segmentation Tutorial | Python Projects | K-Means Algorithm | Python Training | Edureka (<https://www.youtube.com/watch?v=4jv1pUrG0Zk>)

YouTube: Data Analyst Portfolio Project #2: Python Customer Segmentation & Clustering (<https://www.youtube.com/watch?v=iwUli5glcU0>)

GitHub: byukan/Marketing-Data-Science (<https://github.com/byukan/Marketing-Data-Science>)

GitHub: damiangilgonzalez1995/Clustering-with-LLM (<https://github.com/damiangilgonzalez1995/Clustering-with-LLM>)

## 2. Topic: Multi-channel analysis

Certification: Multi-Channel Retail Marketing (<https://www.coursera.org/learn/multi-channel-retail-marketing>)

Certification: Digital Marketing Analytics: Multichannel Attribution (<https://www.linkedin.com/learning/digital-marketing-analytics-multichannel-attribution>)

YouTube: Multi Channel Analyzer - Raw Data Explorer (<https://www.youtube.com/watch?v=VXaWdvGRnls>)

YouTube: Spectrum View: A New Way of Performing Multi-Channel Spectrum Analysis on an Oscilloscope (<https://www.youtube.com/watch?v=CGCK52AU3Ak>)

GitHub: ntienhuy/MultiChannel (<https://github.com/ntienhuy/MultiChannel>)

GitHub: dpteague/PyMASWdisp (<https://github.com/dpteague/PyMASWdisp>)

## 3. Topic: Real-time data flow analysis

Certification: Real-Time Data Processing with Azure Stream Analytics (<https://www.coursera.org/learn/real-time-data-processing-azure>)

Certification: Real-Time Data Processing with AWS (<https://www.udemy.com/course/real-time-data-processing-with-aws/>)

YouTube: Dataflow: Real-time clickstream analytics (<https://www.youtube.com/watch?v=LFBijQvdC-w>)

YouTube: Dataflow for Real-time Clickstream Analytics ([https://www.youtube.com/watch?v=CLd\\_yDCyUkg](https://www.youtube.com/watch?v=CLd_yDCyUkg))

GitHub: USTCPCS/CVPR2018\_attention (<https://github.com/USTCPCS/>)

[CVPR2018\\_attention\)](#)

GitHub: J700070/Stock-Analyzer-Python (<https://github.com/J700070/Stock-Analyzer-Python>)

4. Topic: Marketing analytics

Certification: Marketing Analytics (<https://www.coursera.org/specializations/marketing-analytics>)

Certification: Marketing Analytics Foundation (<https://www.linkedin.com/learning/marketing-analytics-foundation>)

YouTube: Marketing Analytics 101 (A Beginner's Guide To Marketing Metrics) ([https://www.youtube.com/watch?v=eg4I-RU\\_vKU](https://www.youtube.com/watch?v=eg4I-RU_vKU))

YouTube: Understanding Digital Marketing Analytics (Metrics and Tools) (<https://www.youtube.com/watch?v=Yv12mEfrj-Y>)

GitHub: retentioneering/retentioneering-tools (<https://github.com/retentioneering/retentioneering-tools>)

GitHub: byukan/Marketing-Data-Science (<https://github.com/byukan/Marketing-Data-Science>)

5. Topic: Healthcare analytics

Certification: Healthcare Data Analytics (<https://www.coursera.org/learn/healthcare-data-analytics>)

Certification: Health Informatics: The Cutting Edge (<https://www.edx.org/course/health-informatics-the-cutting-edge>)

YouTube: Learn How to Become a Healthcare Data Analyst with This Guide (<https://www.youtube.com/watch?v=ime7OBIERiM>)

YouTube: Power BI Dashboard for Healthcare Analytics: Full Tutorial | How to use Power BI Desktop (<https://www.youtube.com/watch?v=hm4Iq2Mm2pQ>)

GitHub: PacktPublishing/Machine-Learning-for-Healthcare-Analytics-Projects (<https://github.com/PacktPublishing/Machine-Learning-for-Healthcare-Analytics-Projects>)

GitHub: youcc/healthcare\_analytics\_engineer\_handbook ([https://github.com/youcc/healthcare\\_analytics\\_engineer\\_handbook](https://github.com/youcc/healthcare_analytics_engineer_handbook))

6. Topic: Advertising analytics

Certification: Advertising and Society: Data Analytics (<https://www.coursera.org/learn/advertising-and-society-data-analytics>)

Certification: Digital Advertising & Marketing 101: The Complete Guide (<https://www.udemy.com/course/digital-advertising-marketing-101/>)

YouTube: Marketing Analytics 101 (A Beginner's Guide To Marketing Metrics) \_

[https://www.youtube.com/watch?v=eg4l-RU\\_vKU](https://www.youtube.com/watch?v=eg4l-RU_vKU))

YouTube: Understanding Digital Marketing Analytics (Metrics and Tools) <https://www.youtube.com/watch?v=Yv12mEfrj-Y>)

GitHub: Aryia-Behroziuan/neurons <https://github.com/Aryia-Behroziuan/neurons>)

GitHub: cohnen/mcp-google-ads <https://github.com/cohnen/mcp-google-ads>)

7. Topic: Code documentation

Certification: Writing Documentation <https://www.coursera.org/learn/writing-documentation>)

Certification: Technical Writing: Master Your Writing Career <https://www.udemy.com/course/technical-writing-master-your-writing-career/>)

YouTube: How to Document Your Code Like a Pro <https://www.youtube.com/watch?v=L7Ry-FiiJ-M>)

YouTube: Code Documentation Made Easy <https://www.youtube.com/watch?v=BysHg44VjbM>)

GitHub: git/git <https://github.com/git/git>)

GitHub: tatsu-lab/stanford\_alpaca [https://github.com/tatsu-lab/stanford\\_alpaca](https://github.com/tatsu-lab/stanford_alpaca))

8. Topic: Relational database management systems (specific hands-on mention like PostgreSQL, MySQL, etc.)

YouTube: Learn Basic SQL in 15 Minutes | Business Intelligence For Beginners | SQL Tutorial For Beginners 1/3 <https://www.youtube.com/watch?v=kbKty5ZVKMY>)

YouTube: SQL Tutorial - Full Database Course for Beginners <https://www.youtube.com/watch?v=HXV3zeQKqGY>)

# Weekly Study Plan

## Week Week 1

Day 1 - Customer segmentation

Certification: <https://www.coursera.org/learn/customer-segmentation>

Day 2 - Customer segmentation

YouTube Video: <https://www.youtube.com/watch?v=4jv1pUrG0Zk>

Day 3 - Customer segmentation

GitHub Project: <https://github.com/byukan/Marketing-Data-Science>

Day 4 - Multi-channel analysis

Certification: <https://www.coursera.org/learn/multi-channel-retail-marketing>

Day 5 - Multi-channel analysis

YouTube Video: <https://www.youtube.com/watch?v=VXaWdvGRnlS>

## Week Week 2

Day 6 - Multi-channel analysis

GitHub Project: <https://github.com/ntienhuy/MultiChannel>

Day 7 - Real-time data flow analysis

Certification: <https://www.coursera.org/learn/real-time-data-processing-azure>

Day 8 - Real-time data flow analysis

YouTube Video: <https://www.youtube.com/watch?v=LFBljQvdC-w>

Day 9 - Real-time data flow analysis

GitHub Project: [https://github.com/USTCPCS/CVPR2018\\_attention](https://github.com/USTCPCS/CVPR2018_attention)

Day 10 - Marketing analytics

Certification: <https://www.coursera.org/specializations/marketing-analytics>

## Week Week 3

Day 11 - Marketing analytics

YouTube Video: [https://www.youtube.com/watch?v=eg4I-RU\\_vKU](https://www.youtube.com/watch?v=eg4I-RU_vKU)

Day 12 - Marketing analytics

GitHub Project: <https://github.com/retentioneering/retentioneering-tools>

Day 13 - Healthcare analytics

Certification: <https://www.coursera.org/learn/healthcare-data-analytics>

Day 14 - Healthcare analytics

YouTube Video: <https://www.youtube.com/watch?v=ime7OBIERiM>

Day 15 - Healthcare analytics

GitHub Project: <https://github.com/PacktPublishing/Machine-Learning-for-Healthcare-Analytics-Projects>

## Week Week 4

Day 16 - Advertising analytics

Certification: <https://www.coursera.org/learn/advertising-and-society-data-analytics>

Day 17 - Advertising analytics

YouTube Video: [https://www.youtube.com/watch?v=eg4I-RU\\_vKU](https://www.youtube.com/watch?v=eg4I-RU_vKU)

Day 18 - Advertising analytics

GitHub Project: <https://github.com/Aryia-Behroziuan/neurons>

Day 19 - Code documentation

Certification: <https://www.coursera.org/learn/writing-documentation>

Day 20 - Code documentation

YouTube Video: <https://www.youtube.com/watch?v=L7Ry-FiiJ-M>

## Week Week 5

Day 21 - Code documentation

GitHub Project: <https://github.com/git/git>

Day 22 - Relational database management systems (specific hands-on mention like PostgreSQL, MySQL, etc.)

YouTube Video: <https://www.youtube.com/watch?v=kbKty5ZVKMY>