Marketing Analytics Syllabus

Contact Info

While going through the program, if you have questions about anything, you can reach us at support@udacity.com. For help from Udacity Mentors and your peers visit the Udacity Classroom.

Nanodegree Program Info

Version: 1.0.0

Length of Program: 68 Days*

* This is a self-paced program and the length is an estimation of total hours the average student may take to complete all required coursework, including lecture and project time. Actual hours may vary.

Part 1: Welcome to the Nanodegree

Part 2: Introduction to Data Analysis

Project: Interpret a Data Visualization

Supporting Lessons

Lesson	Summary
Descriptive Statistics I	In this lesson, you will learn about data types, measures of center, and the basics of statistical and mathematical notation.
Descriptive Statistics II	In this lesson, you will learn about measures of spread, shape, and outliers as associated with quantitative data. You will also get a first look at descriptive and inferential statistics.
Spreadsheets 1: Getting Started	In this lesson, you will learn about the basic functionality for spreadsheet software, use cell referencing and menu shortcuts.

Project: Analyze Survey Data

Supporting Lessons

Lesson	Summary
Spreadsheets 2: Manipulate Data	In this lesson, you will learn basic spreadsheet function: sort and filter data, use text and math functions, split columns and remove duplicates.
Spreadsheets 3: Analyze Data	In this lesson, you will learn how to summarize data with aggregation and conditional functions. You will learn how to use pivot tables and lookup functions.
Spreadsheets 4: Visualize Data	In this lesson you will build data visualizations for quantitative and categorical data; create pie, bar, line, scatter, histogram, and boxplot charts, and build professional presentations.

Part 3: Data Visualization

Project: Project: Storytelling With Data

Supporting Lessons

Lesson	Summary
Introduction to Data Visualization	In this lesson you learn to evaluate the quality of data visualizations and build high quality visualizations, starting with the fundamentals of data dashboards.
Design	In this lesson you learn to implement the best design practices, and to use the most appropriate chart for a particular situation.

Project: Build Data Dashboards

Supporting Lessons

Lesson	Summary
Data Visualization in Tableau	This lesson teaches you how build data visualizations in Tableau using data hierarchies, filters, groups, sets, and calculated fields, as well as create map-based data visualizations in Tableau.
Make Dashboards & Stories in Tableau	

Part 4: Google Analytics

Project: Use Advanced Displays, Create Segments & Apply View Settings

Supporting Lessons

Lesson	Summary
Getting Oriented in Google Analytics	
Understand your Audience	
Evaluate Acquisition	
Evaluate Behavior	
Evaluate Conversion	
Advanced Displays, Segmentation, and Filtering	
Metrics, Dimensions, and Filtering	
Time Metrics and Comparisons	
Segments and Audiences	
View Filters and Settings	
Access Rights	Learn the different levels of access rights and other administrative features within Google Analytics.

Project: Project - Navigating, Reports, & Dashboards

Supporting Lessons

Lesson	Summary
Acquisition, Conversion, and Attribution	
Channel Customization	
Ecommerce	
Attribution	
Conversion Credit for Pages and Events	
Custome Reports	
Dashboards and Shortcuts	
Visualizing GA Data in Data Studio	
Annotations and Custom Alerts	

Part 5: Marketing Analytics Techniques

Project: Project - Crafting an Analytic Brief

Supporting Lessons

Lesson	Summary
Introduction to Marketing Analytics	
Metrics that Matter	

Project: Project: Create a Proposal for the Next Quarter

Supporting Lessons

Lesson	Summary
Analyzing Marketing Data	
Excel Modeling	
Macro Digital Analysis	

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