



# W1: Additional Resources

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*Below are additional resources (e.g., links, references, reading materials) for those who want to explore the topics addressed in this week's lesson further. Everything listed is strictly optional and does not affect students' final grades.*

- **Tableau Public** (<https://public.tableau.com/en-us/s/search/all/marketing%20kpi>) Tableau is an incredibly powerful business intelligence tool used extensively in analytics. In fact, it's what we use at my agency. This link will bring you to a public page where you can explore how various marketers have dealt with visualizing KPIs in a dashboard environment. Note: I am not advocating these are all *good* examples, but examples nonetheless.
- **Marketing Metric Calculators** (<https://canvas.stanford.edu/courses/78661/files/2246693/download?wrap=1>)  (<https://canvas.stanford.edu/courses/78661/files/2246693/download?wrap=1>)  (<https://canvas.stanford.edu/courses/78661/files/2246693/download?wrap=1>) This is an excel document I created with a few sample Excel calculators for various marketing efforts. I find that working through the calculations of a particular marketing challenge really helps you wrap your head around the underlying problem and ensures the metrics being used are valid and relevant—something I advocate other analysts do as well. If you rollover the title of each framework you'll see a comment from me to help you use it. You can add additional Microsoft Excel functions, e.g., Sum, Average, etc. for an additional layer of analysis. You can also add additional layers of context, e.g., months, sales periods, etc. to track marketing efforts over time.