



Feb 26, 2024

**Sourav**

has successfully completed

**Marketing Analytics Foundation**

an online non-credit course authorized by Meta and offered through Coursera

*Anke Audenaert*

Anke Audenaert  
CEO & Co-Founder Aptly  
Adj. Professor, UCLA Anderson School of Management

COURSE  
CERTIFICATE



Verify at:  
<https://coursera.org/verify/VG383B3XU56D>

Coursera has confirmed the identity of this individual and their  
participation in the course.



Mar 1, 2024

**Sourav**

has successfully completed

**Introduction to Data Analytics**

an online non-credit course authorized by Meta and offered through Coursera

*Anke Audenaert*

Anke Audenaert  
CEO & Co-Founder Aptly  
Adj. Professor, UCLA Anderson School of Management

COURSE  
CERTIFICATE



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Mar 9, 2024

**Sourav**

has successfully completed

**Data Analysis with Spreadsheets and SQL**

an online non-credit course authorized by Meta and offered through Coursera

A stylized, handwritten signature in black ink, appearing to read "Brandon Larkin".

Brandon Larkin  
Deputy CIO

COURSE  
CERTIFICATE



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<https://coursera.org/verify/VDNSH475Q4YW>

Coursera has confirmed the identity of this individual and their participation in the course.



Mar 9, 2024

**Sourav**

has successfully completed

**Python Data Analytics**

an online non-credit course authorized by Meta and offered through Coursera

A handwritten signature in black ink that reads "Victor Geislinger".

Victor Geislinger  
Data Scientist

COURSE  
CERTIFICATE



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Mar 10, 2024

**Sourav**

has successfully completed

**Statistics for Marketing**

an online non-credit course authorized by Meta and offered through Coursera

A handwritten signature in black ink that reads "Cameron Dodd".

Cameron Dodd  
Data Scientist

COURSE  
CERTIFICATE



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Coursera has confirmed the identity of this individual and their  
participation in the course.



Mar 10, 2024

Sourav

has successfully completed

Data Analytics Methods for Marketing

an online non-credit course authorized by Meta and offered through Coursera

*Anke Audenaert*

Anke Audenaert  
CEO & Co-Founder Aptly  
Adj. Professor, UCLA Anderson School of Management

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Mar 10, 2024

Sourav

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Marketing Analytics with Meta

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*Anke Audenaert*

Anke Audenaert  
CEO & Co-Founder Aptly  
Adj. Professor, UCLA Anderson School of Management

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Mar 10, 2024

Sourav

has successfully completed

Meta Marketing Science Certification Exam

an online non-credit course authorized by Meta and offered through Coursera

*Anke Audenaert*

Anke Audenaert  
CEO & Co-Founder Aptly  
Adj. Professor, UCLA Anderson School of Management

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participation in the course.





8 Courses

Marketing Analytics  
Foundation

Introduction to Data  
Analytics

Data Analysis with  
Spreadsheets and SQL

Python Data Analytics

Statistics for Marketing

Data Analytics Methods for  
Marketing

Marketing Analytics with  
Meta

Meta Marketing Science  
Certification Exam



Mar 10, 2024

**Sourav**

has successfully completed the online, non-credit Professional  
Certificate

# Meta Marketing Analytics

In this specialization, learners developed and honed essential marketing analytics skills, including basic principles of marketing, analytics tasks such as using SQL queries to pull data from a database and cleaning data using spreadsheets. Learners also developed a foundational understanding of statistics, explored common analytics methods used by marketers to evaluate and communicate the results of advertising campaigns and Meta Marketing analytics tools.

Anke Audenaert CEO &  
Co-Founder Aptly  
Adj. Professor, UCLA  
Anderson School of  
Management

The online specialization named in this certificate may draw on material from courses taught on-campus, but the included courses are not equivalent to on-campus courses. Participation in this online specialization does not constitute enrollment at this university. This certificate does not confer a University grade, course credit or degree, and it does not verify the identity of the learner.

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al-cert/2UHX3G7NECB3](https://coursera.org/verify/professional-cert/2UHX3G7NECB3)