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8 Courses

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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.

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