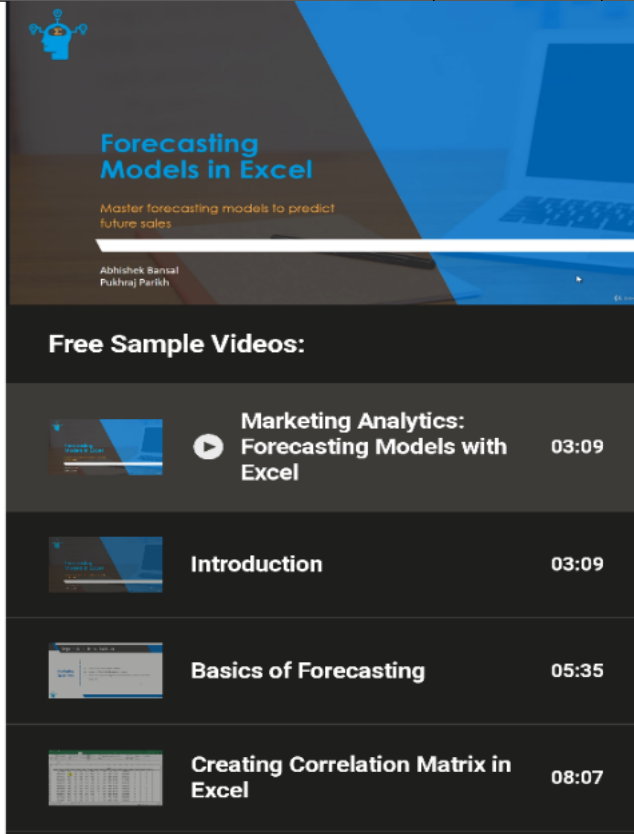


ISE CERTIFICATION COURSE DETAILS

NAME:	Prathiksha	USN:	4AL16IS036
SEMESTER:	8	MENTOR:	Ms.Vanyashree
COURSE NAME:	Marketing analytics forecasting models with excel	DATE:	26-05-2020 and 27-05-20220

SCREENSHOT:



The screenshot displays a course landing page with a dark blue and black background. At the top left, there is a small blue robot icon. The main title 'Forecasting Models in Excel' is prominently displayed in white and blue text. Below the title, a subtitle reads 'Master forecasting models to predict future sales'. The author's name, 'Abhishek Bansal Pukhraj Parikh', is listed at the bottom left of the header section. A section titled 'Free Sample Videos:' follows, featuring a list of four video thumbnails with their respective titles and durations:

- Marketing Analytics: Forecasting Models with Excel** (03:09)
- Introduction** (03:09)
- Basics of Forecasting** (05:35)
- Creating Correlation Matrix in Excel** (08:07)

BRIEF REPORT: (POINT-WISE)

1).Implement forecasting models such as simple linear, simple multiple regression, Ratio to Moving Average, Winter's method for exponential smoothing with trend and seasonality, famous Bass diffusion model and many more Increase revenue/profit of your firm by implementing accurate forecasting using Excel solver Add-in.

2).Confidently practice, discuss and understand different Forecasting models used by organizations

3).Using Excel charts and functions to summarize marketing data

Estimating demand curves and using Solver to determine profit-maximizing pricing strategies

Using cluster analysis for market segmentation

Developing customized forecasting models that show you how your marketing mix impacts sales

Measuring the effectiveness of your advertising program