

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: 2.0.0

Length of Program: 69 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 Visualizations 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	In this final lesson you learn how to build interactive Tableau dashboards and tell impactful stories using data.

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	Learn how to create segments based on user characteristics and behaviors, as well as audience segments for marketing and testing.
View Filters and Settings	Learn how to clean, subset, and enrich the raw property feed through 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	
Custom Reports	
Dashboards and Shortcuts	
Visualizing GA Data in Data Studio	
Annotations and Custom Alerts	

Part 5: Career Services

These Career Services will ensure you make meaningful connections with industry professionals to accelerate your career growth - whether looking for a job or opportunities to collaborate with your peers. Unlike your Nanodegree projects, you do not need to meet specifications on these Services to progress in your program. Submit these Career Services once, and get honest, personalized feedback and next steps from Udacity Career Coaches!

Project: Improve Your LinkedIn Profile

Find your next job or connect with industry peers on LinkedIn. Ensure your profile attracts relevant leads that will grow your professional network.

Supporting Lessons

Lesson	Summary
Industry Research	You're building your online presence. Now learn how to share your story, understand the tech landscape better, and meet industry professionals.

Part 6: 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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