Marketing Mix Modelling

Instructors:

Bharath J P V :

Enthusiast Data Scientist with a strong background in Mathematics and Statistics. Completed My Master in Statistics. Have experience teaching Mathematics and Statistics for more than a year. I thought for more than 1000 students and helped them make their careers in their respective fields. I believe in "we rise by lifting others". Following this principle, I hope to make your life easier.

Curriculum:

Introduction

• Course introduction Preview

• Who is this course for?

• Course overview

• Course outcome

Introduction to Marketing Mix models

• Introduction to Marketing Mix Models Preview

• Understanding Marketing Mix Models

Data for Marketing Mix Models

• Workflow of marketing mix models

• Data request and Data Sources

• Data Categories

Data PreProcessing

• Data Exploration

• Data Processing

• AdStock

• Decay Function and Diminishing Returns

Regression analysis

• Introduction to correlation and regression

• Variance and Coefficient of determination

• Standard Error and Residual Analysis

• VIF, Durbin-Watson and Jarque-Bera Test

• F-Statistic and t-Statistic Preview

• Model Fitting and evaluation

Advance regression technique

• Feature Selection

• Contribution, ROI and Diminishing Returns

• Log-Linear Model

• Nested Model

Optimization

• Predictions and Optimization