



6 Courses

**Marketing Analytics
Foundation**

**Introduction to Data
Analytics**

Statistics for Marketing

**Data Analytics Methods for
Marketing**

**Marketing Analytics with
Meta**

**Meta Marketing Science
Certification Exam**



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Nishant Mani Tripathi

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/KDNVJYGLBCW](https://coursera.org/verify/professional-cert/KDNVJYGLBCW)