I currently work in the Marketing department, specifically on the email marketing side. Currently, we have our agencies build models for us to identify customers in our database who are likely in market to purchase a vehicle. I would like to understand the basics of modelling like best practices for building models and the different methodologies to build it and everything needed to make sure that I’m using the best variables for the model. Also, I would like to be able to learn how to create my own in market models by the end of this class using Phyton. In today’s world, for every marketing campaign we have metrics or KPI goals we need to achieve. I want to be able to create reports and analysis of these campaigns using Tableau.

Being in the Marketing Analytics team, this class will give me solid knowledge/training and the basic fundamentals for applying data science into all our marketing programs. As a result, I’m hoping we can have better programs that will ultimately result to increase in sales.