

**Course title:** Business and marketing analytics

**Instructor::** Bahman Huseynli

**What you will gain:**

Fundamentals of analytical terminology;

How data is used to make business decisions;

Descriptive Analytics and how they are positioned in most organizations;

Understand how predictable models can improve your decision-making ability in an uncertain world;

Normative Analytics and how it helps you formulate recommendations for what to do.

**Requirements:** Computer, Internet Connection

**Purpose:** Our goal is to support the creation of an overview of business and marketing analytics for you to make business decisions..

**Target group:**

Entrepreneurs / Business Owners;

Marketers, Bloggers, Social Media Managers and anyone working in digital channels in general;

Professionals, individuals seeking a highly qualified opportunity;

Financial professionals who want to use company information;

People who want to learn from different analytical disciplines.

**Office hours :** 36 Hours

**Type of Course:** Mandatory

**Teaching Method(s):** Workshop (or on Zoom)

**Scope :** 2 month

**Course Overview & Objectives**

With this program, you will be able to further improve your knowledge or acquire information that you do not know. The business and marketing analytics course is a training program that aims to make you a business and marketing analyst who is well-versed in all aspects of business and marketing analytics, both technically and theoretically.

**Lessons plan:**

<b>lesson #</b>	<b>Topics</b>
1	Introduction to business analytics
2	The role of data and analytics in decision making
3	Statistics for business analytics
4	Quality-based analytics
5	Quantitative-based analytics
6	Marketing analytics
7	Customer analytics 1
8	Customer analytics 2
9	Product analytics
10	Price analysis 2
11	Price analysis 2
12	Ad analysis 1
13	Ad analysis 2
14	Supply chain analytics
15	Digital marketing analytics
16	Data visualization, design and presentation

**Course Requirements:**

Mandatory attendance: Attendance and active participation in the lessons contribute to meaningful learning. An attendance rate of less than 70% will result in expulsion from

the course. Attendance in Zoom lessons requires opening the camera, according to college regulations.