goskills

Excel for Marketers

GoSkills online course syllabus

Thursday, April 25, 2024

Skill level
Beginner

Lessons
11

Accredited by
CPD

Pre-requisites
None

Versions supported
2016, 2019, 365

Video duration
1h 15m

Estimated study time
4.5h for all materials

Instructors
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Introduction

1 Introduction

An introduction to the course

Working with Data

2 Importing and Cleaning Data

As a Marketer, it's incredibly important to have up-to-date, clean data. In this lesson we apply some common edits to unusable data to clean it up for use.

3 Counting Items Based on Certain Criteria

This lesson will show you COUNTIF and COUNTIFS that will allow you to quickly gather insights from your data based on the frequency of information.

4 Merging Data from Different Lists

XLOOKUP and VLOOKUP enable you to merge data to add greater context to the data.

Analyzing Data

5 Tables to Make Life Easier

If you often work with data sets that are quite large, then you might consider using an Excel table. Tables have a lot of functionality automated and make life easier.

6 Sort & Filter with Tables

If you have a large dataset, it's easy to get overwhelmed with too much information. Sorting and filtering help you reduce large amounts of data so that you can focus on only the relevant data.

7 Pivot Tables from Tables

You often need to make sense of data using a variety of reports and stats. Pivot tables help you do just that.

8 Conditional Formatting to Dynamically Add Color to Reports

Conditional formatting can highlight items based on rules you set and, as the data changes and other data meets the requirements, your highlights will change automatically.

Visualizing Data

9 Charts as a Visualization Tool

In our quest to visually represent data, a chart is indispensable.

10 Dashboards to Display Critical Information at a Glance

Having a macro-level - or a birds-eye view - of your marketing efforts is essential. It allows you to see trends, make better business decisions, and point out areas to investigate.

Automating the Process

11 Use Power Query to do the Heavy Lifting

Power Query automates the process of getting data into a table and performing routine edits.

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