Goskills

Python for Marketing

GoSkills online course syllabus

Skill level
Beginner

Lessons
40

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Pre-requisites
No prior experience needed

Video duration
1h 45m

Estimated study time
1h 45m

Instructor
Lavanya Vijayan

Introduction

1 Accelerate your marketing with Python

Python is an incredibly powerful programming language that allows marketers to gather insights, automate their tasks, and optimize their marketing strategies.

2 Check out the course prerequisites

It's important that you're aware of the foundational knowledge that will set you up for success in this course.

3 Set up your coding environment and tools

In preparation for the technical aspects of this course, you'll need to make sure you have Python and relevant tools installed.

Exploring marketing data with Python

4 Identify the role of Python in marketing

Python and data play a pivotal role in modern marketing, offering tools for efficient analysis and decision-making.

5 Load marketing data in Python

Loading marketing data into a programming environment is the first step towards unlocking insights.

6 Interpret marketing data in Python

Interpreting marketing data is crucial for making informed decisions, and Python provides the tools for insightful data analysis.

Cleaning marketing data with Python

7 Clean marketing data in Python

Clean data is fundamental for accurate analysis, and Python offers powerful techniques for cleaning marketing datasets.

8 Handle missing values in marketing data

Missing values can impact the reliability of marketing analysis, and Python provides efficient methods for handling them.

9 Prepare for outlier handling in Python

Outliers can skew marketing insights, and Python equips marketers with techniques to handle them effectively.

10 Handle outliers in marketing data

There are many ways to define and address outliers in datasets.

11 Reformat marketing data in Python

Properly formatted data is essential for effective analysis, and Python provides tools to reformat data as needed.

Manipulating marketing data with Python

12 Manipulate marketing data in Python

Python data manipulation capabilities empower marketers to transform and shape data to meet specific analysis requirements.

13 Group marketing data by categories

Grouping data is essential for aggregating insights by categories, and Python facilitates this process for marketers.

14 Merge marketing datasets in Python

Combining datasets enhances the depth of marketing analysis, and Python provides tools for data joining.

15 Filter marketing datasets in Python

Effective analysis often requires focused datasets, and Python offers robust filtering mechanisms.

16 Export marketing data as CSV

Sharing and collaborating with marketing data is simplified by exporting data to common file formats, and Python makes this process straightforward.

Visualizing marketing data with Python

17 Visualize marketing data in Python

Visualization is a powerful tool for conveying complex marketing insights, and Python's libraries enable informative visualizations.

18 Create a bar plot in Python

Bar plots are a fundamental visualization type for marketing data presentations, and Python allows marketers to easily create them.

19 Label the axes in data visualization

Clear labeling enhances the readability of data visualizations.

20 Add a title to your data visualization

Adding a title makes your data visualizations easier to understand.

21 Use subplots for multiple visualizations

Subplots allow for the simultaneous presentation of multiple visualizations, providing a comprehensive view of marketing data.

22 Add a secondary y-axis to your data visualization

Multiple y-axes accommodate diverse data ranges within a single visualization, enhancing the depth of insights.

23 Add a legend to your data visualization

Legends help convey how data points have been visually grouped in a chart, including by color, shape, and more.

24 Annotate your data visualization

Annotations can be placed directly on a data visualization, providing additional information that enriches the audience's understanding.

25 Customize a scatter plot in Python

Scatter plots are versatile for displaying relationships between numerical variables, and Python allows for customization of these plots.

26 Create a heatmap in Python

Heatmaps provide a visual representation of data density, aiding in the identification of patterns and trends.

Working with time series data in Python

27 Find value of time series data in marketing

Time series data is integral for understanding trends and patterns in marketing, guiding timely decision-making.

28 Prepare the times series data for analysis

Data preprocessing is key for effective time series analysis, and Python provides tools to preprocess time series data.

29 Resample the time series data

Resampling time series data allows for adjustments in granularity, facilitating trend identification and analysis.

30 Create a rolling average plot for time series marketing data

A rolling average plot offers a smoothed view of time series trends, aiding in identifying patterns and fluctuations.

31 Plot cost-per-click marketing data

Visualizing cost-per-click (CPC) data is essential for evaluating advertising expenses and making informed budgeting decisions.

32 Add dynamic annotations

Dynamic annotations enhance data visualizations and provide additional context to data points.

Calculating metrics in Python

33 Calculate click-through rate in Python

Click-through rate (CTR) is a vital metric for measuring user engagement, and Python provides the tools for its calculation.

34 Calculate bounce rate in Python

Bounce rate is a key indicator of website engagement, and Python facilitates its calculation for effective performance analysis.

35 Calculate key performance indicators

Key performance indicators (KPIs) provide actionable insights into marketing effectiveness, and Python supports their calculation.

36 Create new metrics for marketing reports

Custom metrics tailored to specific business objectives enhance the depth and relevance of marketing reports.

Automating marketing tasks with Python

37 Send personalized emails using Python

Personalized communication is key to effective marketing, and Python enables the automation of personalized email campaigns.

38 Set up helpful alerts with Python

Proactive alerts can prevent issues and ensure timely responses in marketing, and Python supports their implementation.

39 Web scraping for marketing insights

Web scraping allows you to extract valuable external data, enriching marketing analyses and strategies.

Conclusion

40 Unlock resources and next steps

Congratulations on completing this course!

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