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Excel For Marketing Course

Email Contact: info@educba.com



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Course Overview

In this Course you get to learn:

Learning MS Excel would be a great advantage for marketing managers. Since marketing is all about looking at the data and understanding how those data-points can be used to reach more prospects, as a marketing manager, you cannot say no to MS Excel.

Excel For Marketing Skills

You get to learn about the below skills:

You will master the basic & advanced level MS Excel

You will learn to create dashboards using SQL & VBA

You will learn how to create attendance register and restaurant billing system

Course Features



Course Duration-
45+ Hours



Number of Courses



Verifiable
Certificates



Lifetime Access



Technical
Excellence

About Excel For Marketing

Data analysis is a useful tool.

No matter what profession you're in, you need data analysis to have a sense of what's going.

Learning MS Excel would be a great advantage for marketing managers.

Since marketing is all about looking at the data and understanding how those data-points can be used to reach more prospects, as a marketing manager, you cannot say no to MS Excel.

Excel For Marketing Course

This is a Bundle Course that includes complete in-depth Excel For Marketing Course Combined Into one Complete Course.

This Bundle perfectly meets the requisite of the industry and gives you a better chance of being hired as Marketing professional.

Section 1 .Shortcuts

- Shortcuts- Working with Data
- Shortcuts- Formula
- Shortcuts- Selection
- Shortcuts- Workbook Basics
- Shortcuts- Navigation
- Shortcuts in excel

Section 2 . Print

- Printing the Worksheet and Print Layout

Section 3 . Freeze & Split

- Freeze & Split

Section 4 . Presentation

- Indents and Formatting Charts
- Table Formats

Section 5 . Pivot table

- Pivot table

Section 6 . Filter Function

- Filter Function

Section 7 .Sorts

- Sort Function

Section 8 . Pie Chart

- Pie Chart

Section 9 . Graphs & Charts

- Graphs & Charts

Section 10 . COUNTIF and SUMIF Function

- COUNTIF and SUMIF Function

Section 9 . IF Function

- IF Function

Section 10 .Conditional Formatting

- Conditional Formatting

Section 11 . Percentages and Absolute References

- Percentage and Absolute references

Section 12 . Updating a Calculation

- Updating a Calculation

Section 13 . Formatting Table formats

- Formatting Table formats

Section 14 . Freeze & Split

- Freeze & Split

Section 15 . Formatting Table formats

- Formatting Table formats

Section 16 . Formatting

- Formatting- Number Formats

Section 17. Formulas

- Formulas- SUM MAX MIN AVERAGE

Section 18 . Calculations

- Calculations

Section 19 . Populating the Case

- Populating the Case Study in Excel

Section 20 . Data Entry

- Data entry in excel

Section 21 . Case Study

- Case Study

Section 22 . Getting Started

- Ribbons and Quick Access Toolbar
- Opening an Excel Worksheet

Section 23 . Overview

- Overview

Section 24 . Common errors

- Common errors

Section 25 . Practice files

- Practice files

Section 1. Microsoft Excel 2016 - Advanced

- Conditional Formatting

Section 2. Form Controls

- Scroll chart
- List and combo boxes
- Check boxes
- Group boxes and option buttons

Section 3. Auditing and Trouble Shooting formulas

- Naming Dynamic Ranges
- Naming a Cell and a Range

Section 4. Names and Dynamic Range

- Naming Dynamic Ranges
- Naming a Cell and a Range

Section 5. Pivot Tables

- Pivot Tables

Section 6. Functions for working with Text

- FIND CLEAN REPT CONCATENATE
- PROPER UPPER LOWER LEFT RIGHT MID

Section 7. Arrays

- TRANSPOSE
- Frequency
- Array functions rows and columns
- Array Function Example 2,1

Section 8. WhatIfAnalysis

- Goal Seek
- Solver
- Two dimensional Data Tables
- One Dimensional Data Tables

Section 9. Data Functions

- OFFSET Function- Dynamic
- OFFSET- Example 1
- Database functions DSUM DAVERAGE DCOUNT
- MATCH and INDEX
- HLOOKUP Function
- VLOOKUP Function
- CHOOSE Function

Section 10 . Useful Excel Functions

- Cell Information ISERROR ISBLANK etc
- COUNT COUNTIF COUNTA COUNTBLANK
- Arithmetic functions MAX MIN ABS etc
- Logical functions - IF AND OR
- Paste Special

Section 11 .Advanced Charts

- Excel Sparklines
- Waterfall chart
- Box and Whisker chart
- Treemap chart
- Sunburst chart

Section 12 . Practice files

- Practice files

Section 1 . Introduction

- Introduction to Attendance Register Using Excel VBA

Section 2 . Create Project Interface

- How to Create Macro Enabled Work Book to Save
- Project Start Session and Details of Project
- How to Create Project Interface User Form
- How to Design Project Interface
- How to Design Project Interface Continues
- Generate Serial Number in Attendance Register

Section 3 . Generate Student Id in Attendance Register

- Generate Student Id in Attendance Register
- Generate Student Name in Attendance Register
- Generate Course Detail in Attendance Register
- Add Attendance Value using Combo Box
- Create Attendance Mark Button in Attendance Register
- Attendance Mark Button in Attendance Register
- Attendance Mark Button in Attendance Register Continues
- Create Attendance Clear Button in Attendance Register and other

Section 4 . Display Date and Save Mark

- Display Date and Time in Attendance Register
- How to Save Mark Attendance in Excel
- Example of Save Mark Attendance in Excel

Section 1.BackUP

- Introduction to Sales Productivity Dashboard - Beginners Training

Section 2 . Data Base Creation

- Data Base Creation
- Analysis CTS and Over Achievement

Section 3 . Formatting

- Conditional Formatting

Section 4 . Index

- Creating Index
- Index - Addinf Picture

Section 5 . Business Analysis

- Business Analysis
- More on Business Analysis
- Working with Achievement Factory
- Working with CTC Factor

Section 6 .Zone State

- Location Analysis
- Analyse Zon and State

Section 5 .Consolidation

- Consolidation
- Consolidation of State
- Consolidation - YTD

Section 6 . Tenure and Age Group and CAGR

- Tenure and Age Group
- CAGR
- CAGR Continue

Section 7. Moving Average

- Moving Average
- More on Moving Average

Section 8 .Standard Deviation

- Standard Deviation
- Standard Deviation - State and Zone
- Standard Deviation - Chart

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Sales Productivity Dashboard - Beginners

Section 1 . BackUP

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Section 7. Moving Average

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- More on Moving Average

Section 8 .Standard Deviation

- Standard Deviation
- Standard Deviation - State and Zone
- Standard Deviation - Chart

Section 9 . Exit Analysis

- Exit Analysis
- More on Exit Analysis
- EA - List of Leaving Employees

Section 10 . Growth Ratios and Scenario

- Growth Ratios
- Create Scenario
- Gender Linkage

Section 11 . Sales Employee Profile

- Sales Employee Profile
- SEP - Working with CTC

Section 12 . Department Profile

- Department Profile
- Achievement Status

Section 13 . Zone Profile

- Zone Profile

Section 14 . Trend Prediction

- Working with Trend Prediction
- Trend Prediction - Working with Formulas

Section 15 . Generation Analysis

- Generation Analysis
- Generation Analysis - Month on Month Analysis

Section 6 . Advanced Filter and Hyperlinks

- Advanced Filter
- Hyperlinks

Section 1 . Introduction

- Introduction to Sales Productivity Dashboard Advanced
- Data Introduction

Section 2 . Data Formulaes

- Adding Formula Data Base
- Quarter,Target and Percentage Achievement
- Target YTD
- CTC Definition
- Remove Part
- CTC Tagging
- Working With Core Revenue
- Adding Core Revenue to Each Factor

Section 3 . Formatting

- Conditional Formatting
- Individual Employee View
- Department Grid View
- Sales Employee Profile
- Zone Grid View

Section 4 . Macro

- Data Break Macro
- Delete Sheets Macro
- Performance Linkage

Section 5 . Sigma Analysis

- Sigma Analysis
- More on Sigma Analysis
- Core Rev Sigma Analysis
- CTC wise Analysis

Section 6 . Budget

- Budget

Section 7 .Pivot Table and Chart

- Pivot Table
- Pivot Charts

Section 8 .Consolidation and Trend Analysis

- Consolidation
- Trend Analysis
- More on Trend Analysis
- Goal Seek

Section 9 .Montecarlo Simulation

- Objectives and Distribution of Montecarlo Simulation
- Advantages of Montecarlo Simulation
- Normal Distribution for Montecarlo Simulation
- Iteration in Montecarlo Simulation
- Iteration in Montecarlo Simulation
- Trigular Distribution in Montecarlo Simulation

Section 10 . Null Matrix

- Create a Data Analysis with Null Matrix
- Year to Year Data Analysis
- Formatting a Data Piece

Section 11 . Active Visavis and Inactive Analysis

- Top Ranked Exits Analysis
- Year on Year Exit Analysis
- Active Visavis Inactive Analysis

Section 12 . Histogram And Regression Analysis

- Histogram Analysis
- Regression Analysis

Section 13 . Rank and Percentile and Descriptive Statistics

- Rank and Percentile
- Descriptive Statistics
- Create Presentation View Macro
- Dashboard to PPT

Section 14 . Index and Headers

- Using Hyper Link in Index
- Adding Header to Sales Productivity Dashboard

Section 15 . Conclusion

- Conclusion

Section 16 . Reference Files

- Reference Files

Section 1 . Introduction

- Project Introduction Session

Section 2 . Interface

- Excel Vba Environment
- Save Project as Macro Enabled Workbook
- Designing of Project Interface
- Designing of Project Final Interface

Section 3 . Billing Calculator

- How to Activate Billing Calculator Frame
- Coding to Activate Buttons on Calculator

Section 4 . Activate Currency

- How to Activate Currency Converter
- Code for Currency Converter

Section 5 . Check Box and Text Box

- Change Properties of Check Box and Text Box Frame
- How to Activate Drink Check Box Option
- Adding Values on the Drink Check Box Option
- Adding Values on the Drink Checkbox Option

Section 6 . Tax and Home Delivery Button

- How to Activate Tax and Home Delivery Button
- How to Display Subtotal and Total
- How to Activate Reset all Option Button
- How to Display Date & Activate Exit Button
- How To Save Bill Record

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Creating Interactive Dashboards using VBA

Section 1 . Introduction

- Reference
- Introduction to Dashboard

Section 2 . Raw Data and Adding Buttons

- Raw Data
- Adding Buttons

Section 3 . Hyperlinking Buttons and Saving Workbook

- Hyperlinking Buttons
- Saving Workbook

Section 4 . Sales by Product

- Sales by Product
- Checking Checkbox

Section 5 . Raw Data and Adding Buttons

- Raw Data
- Adding Buttons

Section 6 . Hyperlinking Buttons and Saving Workbook

- Hyperlinking Buttons
- Saving Workbook

Section 7 . Sales by Product

- Sales by Product
- Checking Checkbox

Section 8 . Sales by Region

- Sales by Region
- Logical Test
- Sales Value
- Format Control
- Linking Months
- Linking Check Book Box

Section 9 . Scroll Bar

- Scroll Bar

Creation of Basic CRM by using Microsoft Excel VBA and SQL Express

Section 1. Introduction

- Reference Files
- Introduction to CRM using Power Point

Section 2. Basic Demo of Running CRM

Basic Demo of Running CRM

Section 3. VBA Learning Process and Access DB

- Development of CRM in VBA
- Learning Process Flow Diagram
- Client Machine

Section 4. Admin Module

- Explain Admin Module
- Explain Coding and Admin
- Explain Dashboard

Section 5. Conclusion

- Conclusion

Interactive Dashboards using Microsoft Excel VBA

Section 1. Introduction

- Introduction to Interactive Dashboard of VBA

Section 2. Quality check Dashboard

- Selection clear with Interactive Dashboard
- Match Function in Interactive Dashboard
- Create a Pivot Table to Interactive Dashboard
- Active the Pivot Table

Section 3. Login Compliance Dashboard

- Introduction to Basic of VBA
- Using A Error Handler
- Error Go to in VBA
- Logtime Right Function in VBA
- Format Currency Changer
- Pivot tables and Pivot Cache

Section 1 . Introduction

- Introduction to Excel DashBord

Section 2 . Excel DashBord

- Common Things and Dashboard Overview
- Format Data and Excel Version

Section 3 . Pivot Table

- Introduction of Pivot Table
- Pivot Table

Section 4 . Pivot Chart

- Pivot Chart
- Format Data Labels
- Adding Data Labels

Section 4 . Slicer

- Data Comparison in Power Excel
- Data Filters and Slicers in Power Excel

Section 11 . Slicer

- Insert Slicer
- Format Slicer

Section 12 . Reference Files

- Reference Files

Section 1 . Introduction

- Excel Dashboard Practice files
- Introduction to Excel Dashboard Training

Section 2 . Syllabus

- Syllabus Of Excel Dashboard Training

Section 3 . Creation

- Database and Tab Creation
- Index Creation

Section 4 . Formula and Formatting

- HC Formula
- Tab Formatting

Section 5 . Types of Filters

- Types of Filters
- Data Filter
- Macro Filter
- Advance Filter
- Data Tables

Section 6 . Graph and Formatting

- Graph
- Formatting
- Headcount Analysis
- Sub Base Tables
- Formatting Sub Base Table
- Sub Base Tables and Grid Less Graph
- Range Change Macro
- Attrition Analysis Filter and Tab
- Attrition Analysis Formula and other

Section 7 . Demographics

- Employee Demographics Filter
- Employee Demographics
- Gender Wise Formula
- Other Demographics Formula
- Pivot Table
- More on Pivot Table
- Pivot Chart

Section 8 . Compensation Button

- Compensation Button Table
- Compensation Button Formula
- Compensation Analysis
- KPI and KRA
- Gauge Chart
- Compensation Pivot Charts

Section 9 . Import Access and Export Access

- Full Screen Macro
- Types of Errors
- Excel Shortcuts
- Import Access
- Import Access Linking
- Export Access
- Final Presentation

Section 10 . Conclusion

- Conclusion

Section 1 . Introduction

- Introduction to Excel for Business Professionals and Managers

Section 2 . Client Data and Function

- Client Data
- IF Function
- IF Function - AND, OR, NO
- Review Data
- Review Count IF

Section 3 . Text and Function

- Introduction Text Function
- Trim Function and Match Function
- Find Search Function and Replace Substitute Function
- Left Find and Right Find Function
- Upper Lower and Proper Case Function



Frequently Asked Questions

Why should I do this excel for marketing course?

There's no reason why you shouldn't. If you're pursuing marketing studies or already a marketing professional, you should do this course. This course is the best in the market on MS Excel.

What would be my advantages after doing this excel for marketing course?

In short, you will have an edge over your peers. You would know how to feed data into excel, how to arrange the data in a meaningful order, how to tweak the data, create charts, graphs, add buttons, do simulation, and much more. You can refer to the "what tangible skills you will learn" to know more.



Customer Reviews

“

The course was very informative, well explained and straightforward and quite easy to replicate. I will definitely be using what I have learned. It really amazes me all that can be done with excel, I am Looking forward to practising what I have learned and learning even more. Only negative, he spends too long on formatting (to my liking).

Brune KICHETA

”

From this Excel for Marketing course, you will immediately be able to apply what you've learnt into practice. Trainer has elaborated details very quickly and very simply. Teaching and explanation style is clear, informative, and highly encouraging. Thank you trainer for this amazing course on Macros and VBAs. I would like to recommend o atleast once go through this course videos.

ANKIT KUMAR PANDEY



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