Mindluster Platform

About the course Digital analytics fundamentals for beginners

Digital analytics fundamentals course, in this course delves into the essential principles and practices of digital analytics. Throughout this comprehensive program, participants will explore the fundamental concepts and techniques necessary for understanding and leveraging digital data to drive informed business decisions. In "Digital Analytics Fundamentals," learners will gain insights into the core components of digital analytics, including data collection, analysis, interpretation, and reporting. They will delve into the various types of digital data generated by websites, mobile apps, social media platforms, and other digital channels, and learn how to effectively capture and process this data using analytics tools and technologies. Moreover, participants will discover how to interpret digital analytics data to derive actionable insights and make data-driven decisions across marketing, sales, customer experience, and other business functions. They will explore key performance indicators (KPIs), metrics, and segmentation techniques to measure and evaluate the performance of digital assets and campaigns.

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