Mindluster Platform

About the course Growth marketing analytics fundamentals

Growth marketing analytics, in this course offers a deep dive into the world of growth marketing analytics, equipping you with the skills to measure, analyze, and optimize marketing performance. Learn to identify and track essential KPIs such as customer acquisition cost (CAC), lifetime value (LTV), churn rate, and conversion rates. Explore tools like Google Analytics, Mixpanel, and Tableau to extract actionable insights from data. Understand how to apply A/B testing and cohort analysis to refine strategies and drive growth. The course also covers customer segmentation, campaign tracking, and data visualization techniques to communicate results effectively. With hands-on exercises and case studies, youâ€™ll gain practical experience in turning raw data into growth-driving decisions. By the end of the course, youâ€™ll have the analytical expertise to enhance marketing performance and deliver measurable business results.

Marketing Category's Courses

Course Lesson(6)

Lesson 1 :
What do data analysts ACTUALLY do Top 3 skills you need as a data analyst Is coding needed

Lesson 2 : **Want to learn marketing analytics Start with these 2 resources shorts**

Lesson 3 : **How to create a basic MARKETING ANALYTICS DASHBOARD in 1minute shorts**

Lesson 4 : **Why do your marketing A B tests fail A B testing tutorial What is statistical significance**

Lesson 5 : **What does a marketing data analyst do shorts**

Lesson 6 : **Growth marketing analyst â€“ a job of the future**

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