Mindluster Platform

About the course Power BI for marketing for beginners

Course Presenter : Couplerâ€¤io Academy

Power BI for marketing, in this course we will learn about the Power BI for Marketing course, exploring how to leverage Power BI to analyze and optimize marketing efforts. Discover how to connect and integrate data from multiple marketing channels like Google Ads, Facebook Ads, and email platforms. Learn to create dynamic dashboards and interactive visualizations to track key performance indicators (KPIs), such as ROI, conversion rates, and customer acquisition costs. Understand customer segmentation, campaign performance analysis, and channel comparison. Gain insights into using real-time data to refine strategies and make data-driven marketing decisions. By the end of this course, youâ€™ll have the tools to transform raw marketing data into actionable insights, ensuring more effective campaigns and higher returns on investment. Perfect for marketers and data enthusiasts aiming to enhance their analytical skills. Couplerâ€¤io Academy

Computer Softwares Category's Courses

Course Lesson(6)

Lesson 1 : **How to Connect Google Analytics 4 GA4 to Power BI**

Lesson 2 : **The Ultimate Guide to Power BI Visuals**

Lesson 3 : **10 Best Power BI Dashboard Examples in 2024**

Lesson 4 : **Power BI for Marketing Explained 2024 Edition**

Lesson 5 : **How to Build Google Search Console SEO Dashboard**

Lesson 6 : **Your Ultimate Power BI Tutorial for Beginners 2024 Edition**

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