

**disruptive**  
digital  
education

# Business Intelligence for Digital Marketeers

workshop

Lisbon

# Business Intelligence for Digital Marketeers

## ABOUT WORKSHOP

This workshop is an introduction to Business Intelligence applied to Digital Marketing using Tableau as our main tool. This tool let us connect to different data sources, gather all of our data into a single place, create and automate reports that allow us to track our initiatives, in an easy and accurate way, in order to improve the performance of our strategies and find relevant insights.

At the end of this course you will know the advantages offered by using Business Intelligence tools, the techniques and best practices to create your own dashboards and will be able to build a Campaign Performance report.

**total duration** 16h Theoretical / Practical classes + Project

**cost** 185€

**notes** Limited registrations

## REQUIREMENTS

Basic knowledge of Digital Marketing. High level of English (the exercises will be done in English)

## TARGET AUDIENCE

Digital Marketing professionals willing to get the most of their data.

## GOAL

Understand how to design dashboards and analyze data with Tableau in order to keep track of digital initiatives and deliver meaningful insights.

## COURSE PLAN

### 1. Intro.

- › Tableau interface
- › Data types
- › Dimension vs. measure
- › Defining purpose and scope of analysis

### 2. Data connections.

- › Connecting with data (.xlsx, .csv, Google Sheets, database, connectors)
- › Exploring Google Analytics connector
- › Bringing multiple data sources together (SQL joins and unions)

### 3. Building a visualization.

- › Aggregate, date, text and logical functions
- › Creating filters and hierarchies
- › Improving visual analysis with marks (color, text, shape, details)
- › Most relevant chart types (histogram, bar charts, scatter plot, area charts, crosstab)
- › Exploring data geographically

### 4. Creating a dashboard.

- › Size and layout your dashboard
- › Adding interactivity (actions, filters and parameters)
- › Create dashboard layouts for different devices
- › Best practices for effective dashboards

### 5. Final Practice.

- › Creation of a Campaign Performance Report (Facebook, Twitter or YouTube)

## MATERIAL

Computer; HD Projector;  
Documentation in digital format.

## CERTIFICATION

Includes: Total workshop duration, thematic, DGERT certification, stamped and signed by the pedagogical coordination of the school in digital format.

## NOTES

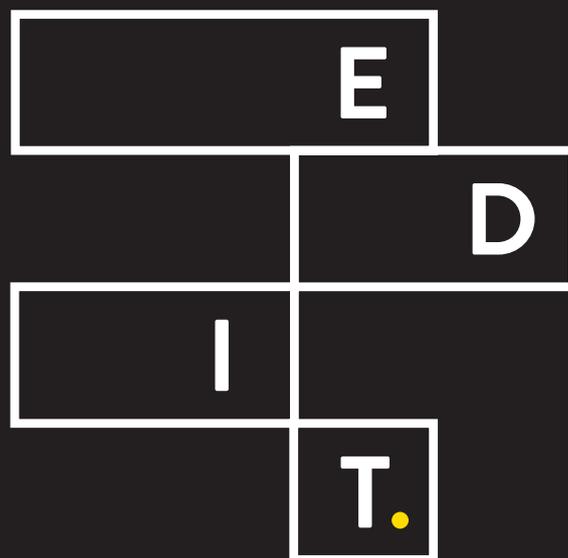
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