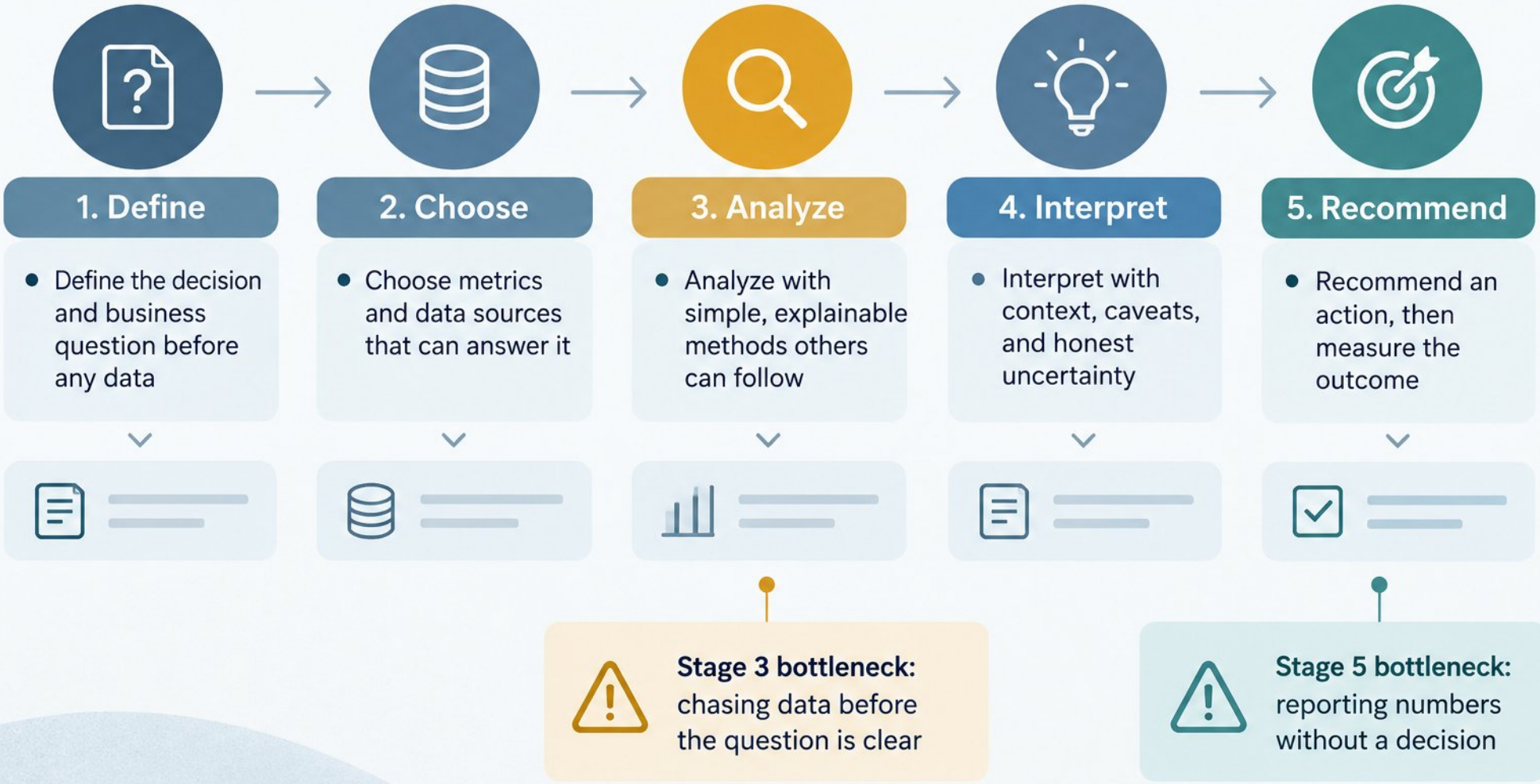
How to Learn Marketing Analytics:
A Practical Workflow

- Marketing analytics is a learnable end-to-end workflow, not a tool talent
- The five-stage loop: ask, measure, analyze, interpret, act
- By the end: connect campaign questions to decisions and recommendations
- Avoid: chasing tools first, reporting without decisions, skipping data quality
- Apply the workflow to a real campaign question from day one





The Five-Stage Workflow at a Glance



Start with the Decision, Not the Dashboard



- Turn vague goals into decision-ready questions: population, metric, comparison, constraint

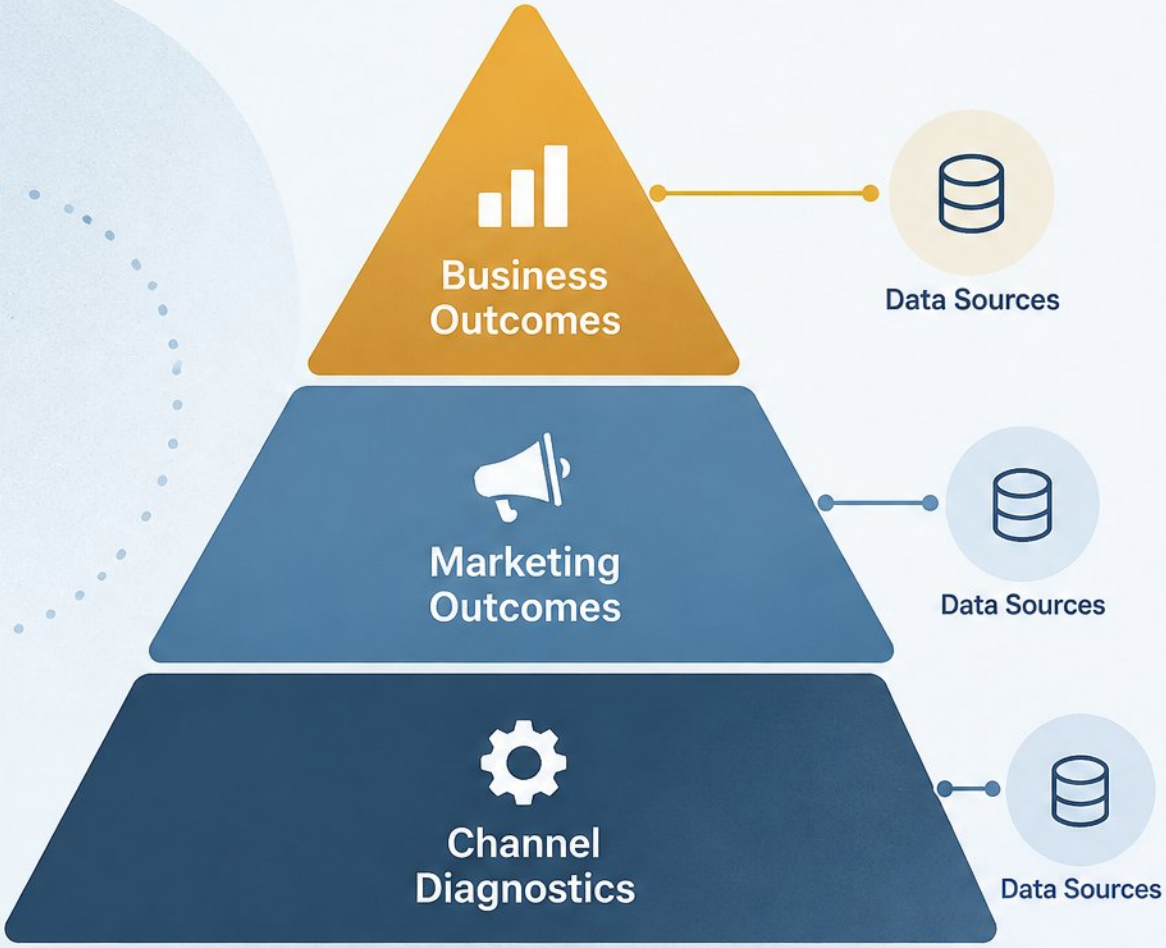
- Marketing measurement supports five decisions: how much, where, continue/change/stop, did it work, is it broken?

- Separate the business question from the requested chart

- Prioritize questions by business impact and data availability

- Interview stakeholders first: decision, owner, deadline, evidence

Metrics and Data Sources:
Building Your Measurement Map



Hierarchy, not a list: business outcomes, marketing outcomes, channel diagnostics

Give every metric a job: primary KPI, diagnostic, guardrail, or vanity

Leading indicators show early signals; **lagging indicators** confirm results

Map channels to data sources: platform-native vs. warehouse or CRM

Vanity-metric test: if this changed tomorrow, would we decide differently?

Data Quality and Tracking Basics

- Data quality is a prerequisite, not an afterthought
- Watch for missing values, duplicates, naming inconsistencies, bot traffic, broken events
- Every tracking plan needs events, parameters, owners, and QA evidence
- Standardize UTMs and audit monthly to prevent attribution fragmentation
- Check completeness, consistency, duplicates, and freshness before analyzing
- Document sources, assumptions, and known gaps so others trust the number



Data Quality Checks

Completeness

Consistency

Duplicates

Freshness

UTM Naming Convention

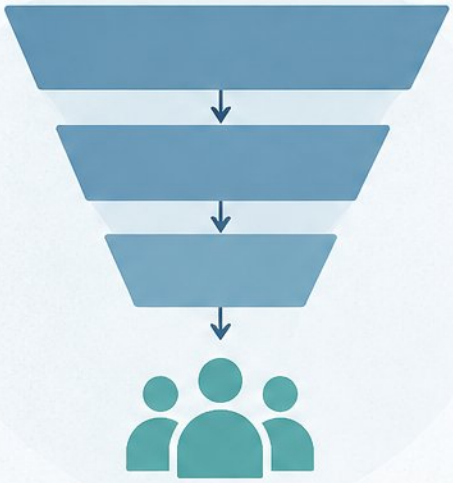
utm_source	utm_medium	utm_campaign	utm_content

Tracking Plan Essentials

Events	Parameters	Owners	QA Evidence

Core Analysis Moves for Marketers

- Descriptive analysis: trends, comparisons, segment breakdowns
- Funnels: optimize absolute users at each stage, not rates alone
- Attribution is a lens with a built-in bias
- A/B tests: check practical significance; never peek early
- Simple forecasts and budget scenario checks guide decisions

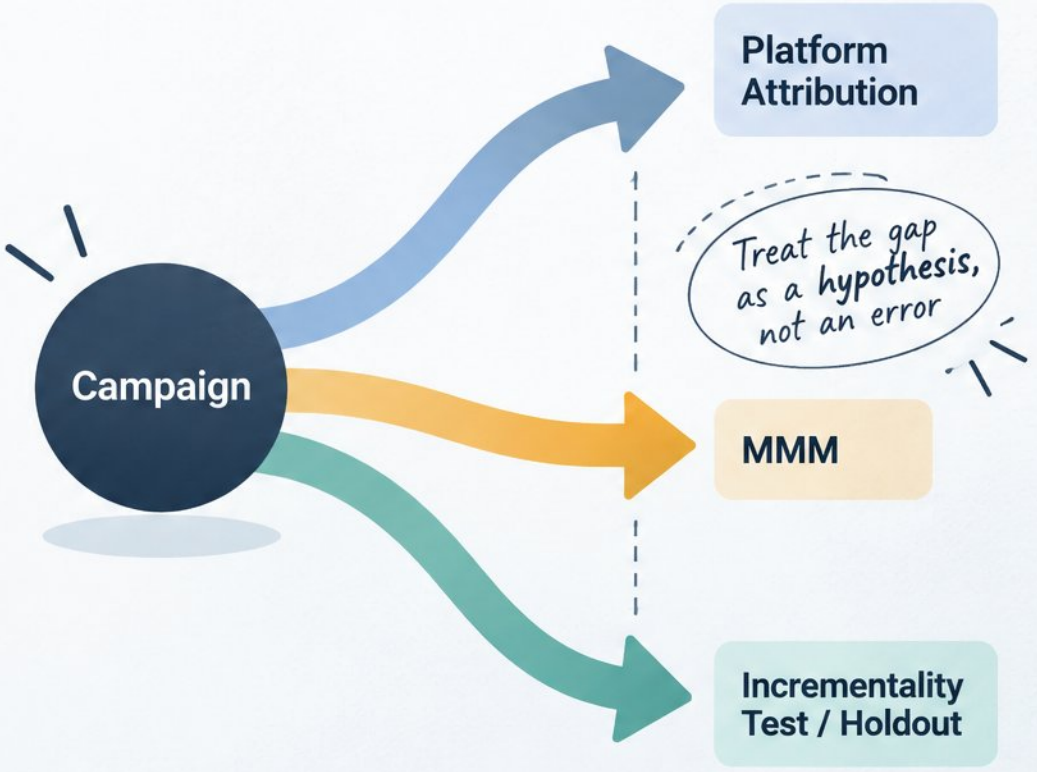






Reading Evidence Honestly: Attribution, Tests, and Confiicting Numbers

- Attribution shows correlation; incrementality tests and holdouts show causation; MMM shows controlled correlation
- Three ROAS figures for one campaign can all be defensible — they answer different questions
- When platform attribution, MMM, and a test disagree, treat the gap as a hypothesis, not an error
- Keep the method whose estimand matches the decision at hand
- Never cut a budget on a single-touch model alone



Different questions. A clearer decision.

From Findings to Recommendations

- Structure every insight as finding, so-what, now-what
- Separate observation, interpretation, and recommendation explicitly
- Name evidence strength and limitations honestly
- Use a one-page template: action, owner, expected effect, guardrails
- Avoid correlation-as-causation, cherry-picking, survivorship bias
- Choose a reversible next step proportional to evidence strength

One-Page Recommendation Template

Observation	Interpretation
Recommendation	
Evidence Strength and Limitations	Action
Owner	Expected Effect
Guardrails	

Choose a reversible next step



Practice Loop: Build a Portfolio Workflow Project

APPLY · DOCUMENT · SHOWCASE · GROW

PRACTICE BUILDS OPPORTUNITY

Your Practice Project

- Pick a realistic campaign question and a public or sample dataset
- Run all five stages: ask, measure, analyze, interpret, act
- Document question, data, method, finding, recommendation, and limitations
- Turn it into a polished portfolio case study for interviews
- Cover the four hiring signals: case studies, technical demos, process docs, impact statements
- Self-review with a rubric before sharing



Self-Review Rubric

- [ ] Clear campaign question and relevant dataset
- [ ] All five stages completed (ask, measure, analyze, interpret, act)
- [ ] Well-documented method, finding, recommendation, and limitations
- [ ] Polished case study ready for interviews
- [ ] Covers the four hiring signals: case studies, technical demos, process docs, impact statements
- [ ] Ready to share

PRACTICE TODAY. STRONGER TOMORROW.

Tools and a 90-Day Learning Roadmap

- Spreadsheets first: pivots, lookups, and clean campaign summaries
- Add SQL for self-service data, then one BI tool for dashboards
- Python or R only when analysis outgrows spreadsheet and BI limits
- 2026 employer screen: Excel, GA4, SQL, one BI tool; AI literacy rising
- Use AI assistants as accelerators, but validate output before decisions
- 90-day plan: weekly practice milestones verified on real workflow tasks



Month 1

Build the foundation with spreadsheets

Weekly practice milestones

Month 2

Add SQL, then one BI tool for dashboards

Weekly practice milestones

Month 3

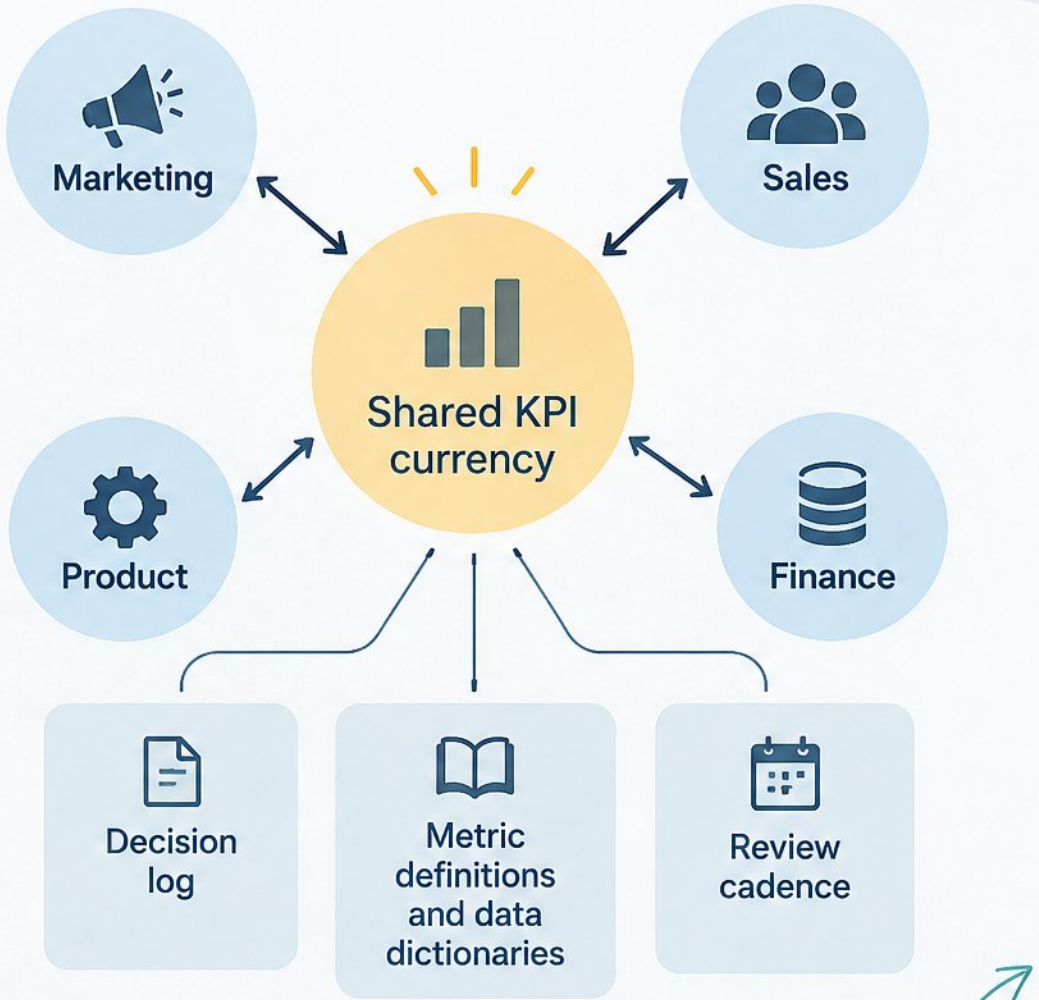
Use Python or R when needed and work with AI assistants

Weekly practice milestones

PRACTICE → APPLY → GROW

Working with Teams and Sustaining a Learning Loop

- Align marketing, sales, product, and finance on one shared KPI currency
- Intake requests with decision, owner, deadline, and required evidence
- Document metric definitions, data dictionaries, and decision logs
- Review cadence: weekly signals, monthly workstreams, quarterly goal resets
- Hand off actions and monitor outcomes without declaring success early

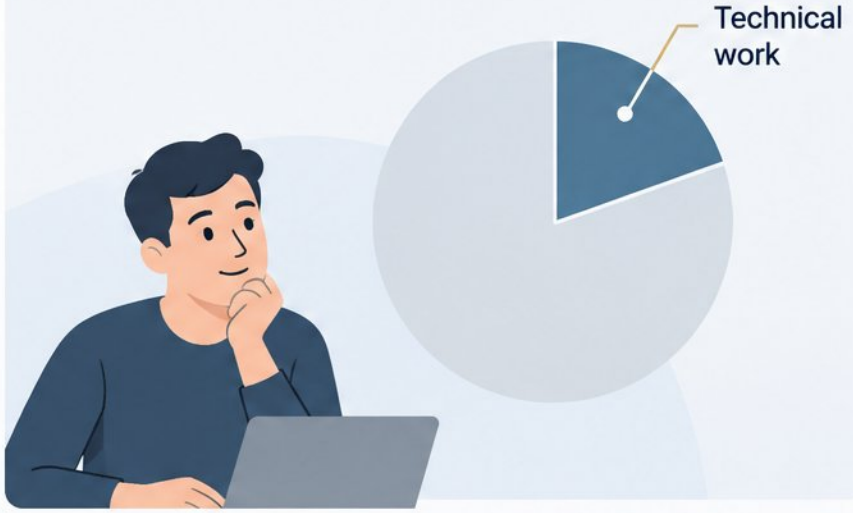


Role Expectations and Career Realities for Early-Career Analysts

LEARN
APPLY
GROW

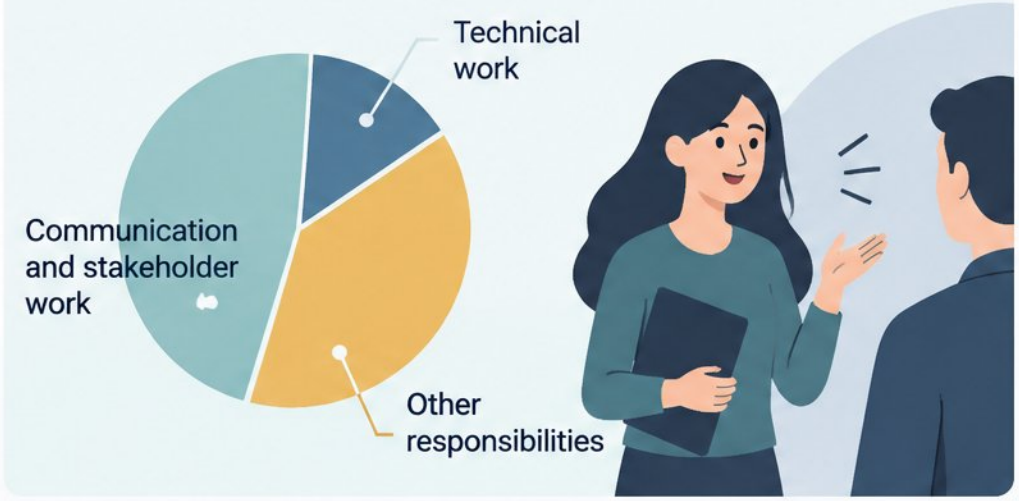
THE EXPECTATION

A TECH-HEAVY ROLE



THE REALITY (YEAR ONE)

COMMUNICATION AND STAKEHOLDER WORK DOMINATE



Reality check: technical work is only ~35–40% of year one

Communication and stakeholder work dominate the rest

Employers reward decision use: recommendations and executive communication

Maintain existing reports before building new ones; listen 3–6 months

Daily: Excel, GA4. Weekly: SQL, BI. Monthly: A/B platforms, CRM

BETTER QUESTIONS BRIGHTER DECISIONS

Worked Example: One Question, Start to Finish

A practical, end-to-end view of how to turn a business question into a clear recommendation.

1



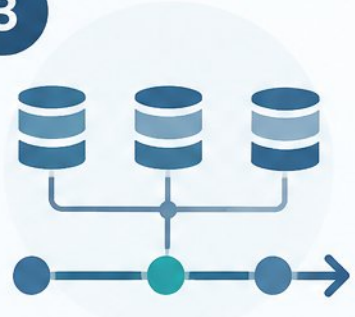
- **Decision:** where should next quarter's channel budget go?

2



- Frame the question: audience, channel, time period, constraint, success criteria

3



- Measurement map: join spend, conversion, pipeline, revenue on one timeline

4



- Check data fitness and document assumptions before analyzing

5



- **Analysis:** funnel drop-off, cohort comparison, directional channel read

6



- **Recommendation:** alternatives, expected effect, guardrail metric, confirming test

FROM INSIGHT TO IMPACT

Your Next Step: Run the Workflow This Week

- Pick one real question; write the decision it informs
- Choose the metric that settles it and minimum data needed
- Run the analysis, write a one-page recommendation, name a guardrail
- Log what you learned and what you'd do differently
- Habits: weekly 30-minute data quality review, monthly UTM audit
- Checklist: ask, measure, check data, analyze, interpret, recommend, review



PersonWise.

PersonWise • AI digital-human course platform

Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/8863adc8/public