

# Excel for Marketers

## Course Contents

### Lesson 01: Introduction

### Lesson 02: Working with Data

- Importing and Cleaning Data
- Counting Items Based on Certain Criteria by COUNTIF and COUNTIFS functions
- Merging Data from Different Lists by XLOOKUP and VLOOKUP functions

### Lesson 03: Analyzing Data

- Excel Tables
- Sort & Filter with Tables
- Pivot Tables from Tables
- Conditional Formatting.

### Lesson 04: Visualizing Data

- Charts as a Visualization Tool
- Dashboards to Display Critical Information at a Glance

### Lesson 05: Automating the Process

- Understand Power Query technics to automate queries
- Understand how to create simple functions in Power Query
- Create Dashboard/Report from Power Query data