



# Data Analytics in Marketing

## What is a marketing data analytics?

Marketing analytics is the study of data to evaluate the performance of a marketing activity. By applying technology and analytical processes to marketing-related data, businesses can understand what drives consumer actions, refine their marketing campaigns and optimize their return on investment.

Businesses are increasingly utilising data to discover insights that can aid them in creating business strategy, making decisions, and delivering better products, services and personalised online experiences.

In the world of digital marketing, analytics is critical to understanding marketing impact and predicting marketing trends, user behavior and optimizing the user experience (UX) to drive sales.



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## Career Options in Marketing Analytics

- Social Media Analyst
- Marketing Analyst
- Digital Marketing Analyst
- CRM Data Analyst
- Strategy & Marketing Analyst
- Market Research Analyst
- Growth Marketing SEO Analyst



## A promising career path

**Data Analytics** is one of the fastest growing fields today. The demand for skilled professionals will continue to grow exponentially in the upcoming years.

On the other hand, the shortage of skilled professionals in data science is huge.

Now is the time to upskill and enter the workforce as a **data analyst**.



**153,900**

Projected employment  
in 2031



**\$98,230**

The 2020 Entry Level  
Median Salary



**22% demand rise**

For market research analysts  
projected from 2020–2030.



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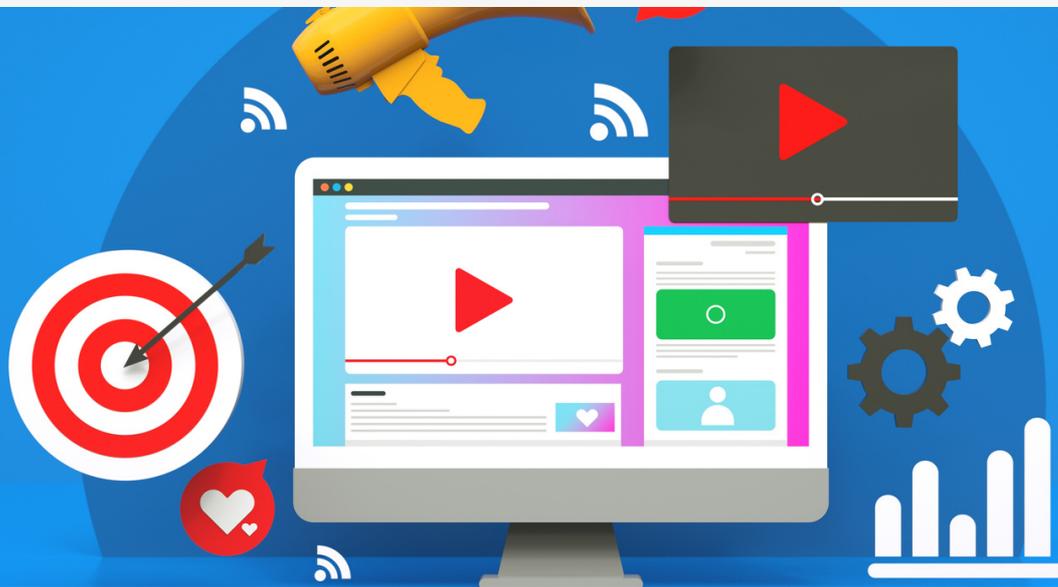
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## How can Vijay Computer Academy help?

So, if you or your clients are **looking for a new career in IT; or to diversify in IT or looking for a remote job; or to change career at age of 40 or 50; or are currently underemployed, unemployed or laid off and want to re-enter the workforce**, enroll in VCA's Live Instructor-Led Online Data Analytics Bootcamp (270 hrs, 10 hrs/week, 27 weeks).

**No degrees needed! No prior background, or IT experience is required;** just a willingness to learn and get a place in the high paying job market in short time.



**Join VCA for a free Data Analytics info session!**

**> REGISTER NOW**



**Workforce Scholarships  
available to cover up to 100%  
tuition of bootcamp.**

**SCAN ME**



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**Reach out to us for further information!**

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