



Training · NTHRYS Biotech Labs

Marketing Science > Marketing Attribution Modeling

Marketing Attribution Modeling

Marketing Science Training Category

Contact +91 89776 24748 for joining process

Visit ASCEND Portal for more details →

Covers multi-touch attribution methods, channel contribution analysis, and ROI measurement across customer journeys.

TRAINING MODULES

Multi-Touch Attribution Model Implementation in Python

Marketing Mix Modeling (MMM) for Campaign ROI Analysis

Customer Journey Mapping and Touchpoint Attribution

Bayesian Attribution Modeling and Probabilistic Analysis

Attribution Dashboard Development with SQL and Tableau

First-Party Data Collection and Attribution Audit Lab

Marketing Attribution Testing on Live Campaign Data

Cross-Channel Attribution Measurement Workshop

Marketing Analytics Platform Configuration and Validation

A/B Testing Design for Attribution Model Validation