STUKENT

Certificate of Completion

This Certificate is presented to

Lauren Barraco



Marketing Analytics Simternship™

Completed on: **May 18, 2026**

This certificate signifies experience:

- Demonstrating an understanding of the processes and techniques of marketing data collection, analysis, and visualization
- Applying the practical tools and techniques of marketing analytics
- Studying and practice programming tools and structured query language
- Understanding artificial intelligence, machine learning, and deep learning
- Understanding marketing mix models
- Explaining the terminology and tools of marketing analytics
- Understanding the roles of data technologies, data management systems, and data visualization in marketing
- Engaging in social listening and content analysis
- Running field experiments in digital environments, including A/B testing