

Excel for Marketing

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Digital Transformation | As companies undergo digital transformation, the demand for marketing professionals with Excel skills to analyze and interpret large datasets is increasing, making it a highly sought-after skill set globally. | McKinsey Global Institute

Data-Driven Decision Making | With the rise of data-driven decision making, marketers need to be able to collect, analyze, and interpret complex data to make informed decisions, and Excel is a key tool in this process. | World Economic Forum

Personalization and Customer Experience | As personalization and customer experience become key differentiators for companies, marketers need to be able to use Excel to analyze customer data and create targeted marketing campaigns, driving business growth and revenue increase. | OECD