

Professional Certificate in Excel for Marketing (Advanced)

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

AI-driven personalization explosion | Businesses worldwide are leveraging AI to tailor offers, requiring marketers who can manipulate large datasets in Excel to feed algorithms | World Economic Forum

Omnichannel performance optimization | Coordinating campaigns across digital, social, and offline channels demands real-time Excel dashboards to track ROI globally | McKinsey Global Institute

Stringent data-privacy and compliance regimes | Regulations such as GDPR and India's PDPB force marketers to audit data pipelines, a task Excel excels at with audit trails and controls | OECD