

## GUEST LECTURE

# Data Analytics in Digital Marketing:

## A Use-case between Google Analytics and Microsoft Power BI



**Sunday, 10 March 2024**

**10:45 am | Lab Thalys, 5th floor. Leontos Sofou Bldg.**

### Guest Speaker

**Ms. Alexandra Athanasakou**

Business Intelligence Developer & Education Manager  
Witside



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In the context of the **Digital Marketing Analytics** module. Attendance is **Compulsory** for the MSc in Business Analytics & Decision Sciences students. **Optional ONLINE participation** is available for students in the **MSc in Neuromarketing & MA in Digital Marketing & Social Media** programs, including those in the Thessaloniki, Sofia, and Bucharest cohorts. Module leader: Ms. Chrysopigi Vardikou