

DATA ANALYTICS COURSE

Beginner to Advanced Level

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Module 1: Introduction to Data Analytics

- What is Data Analytics?
- Types of Analytics: Descriptive, Diagnostic, Predictive, Prescriptive
- Role of a Data Analyst
- Data Analytics Lifecycle
- Business Understanding and Problem Solving

Module 2: Excel for Data Analysis

- Excel Interface and Data Cleaning
- Formulas and Functions (IF, VLOOKUP, INDEX-MATCH, SUMIFS)
- Pivot Tables and Charts
- Data Validation and Conditional Formatting
- Building Basic Dashboards in Excel

Module 3: SQL for Data Analysis

- Introduction to Databases
- SELECT, WHERE, GROUP BY, ORDER BY
- JOINS (INNER, LEFT, RIGHT)
- Aggregate Functions
- Subqueries and Basic Optimization

Module 4: Power BI Fundamentals

- Power BI Interface Overview
- Data Import and Power Query (ETL)
- Data Modeling and Star Schema
- DAX Basics and Measures
- Building Interactive Dashboards

Module 5: Statistics for Data Analytics

- Mean, Median, Mode
- Standard Deviation and Variance
- Probability Basics
- Correlation vs Causation
- Hypothesis Testing Basics

Module 6: Data Visualization & Storytelling

- Choosing the Right Chart
- Design Principles
- Color Theory and Formatting
- Dashboard Layout Best Practices
- Communicating Insights to Stakeholders

Module 7: Python for Data Analytics (Optional

Advanced Module)

- Introduction to Python
- Pandas for Data Manipulation
- NumPy Basics
- Data Visualization with Matplotlib
- Basic Exploratory Data Analysis (EDA)

Module 8: Real-World Projects

- HR Attrition Dashboard
- Sales Performance Dashboard
- Customer Analysis
- Financial Dashboard

Module 9: Career Preparation

- Building a Strong Data Analyst Resume
- Portfolio Project Guidelines
- LinkedIn Optimization
- Interview Preparation (Technical + HR)
- Freelancing and Remote Opportunities

Course Duration & Outcomes

- Duration: 12–16 Weeks
- Hands-on Projects Included
- Portfolio-Ready Dashboards
- Interview-Ready Technical Skills
- Job & Freelance Readiness