Advanced Analytics Bootcamp

INSTRUCTOR-LED | 10 WEEKS | 60 HOURS | ONSITE OR REMOTE

OVERVIEW
Analysts have the opportunity to impact their businesses' needs by developing dashboards to manage operational health, identifying insights from marketing campaigns and funnels, and much more. In this training, analysts learn to work with more data and provide deeper insights faster than they can in Excel using SQL, Tableau or Qlik Sense, and Python to develop business insights.

OUTCOMES
- **Level 1 Data Skills:** Wrangle, explore, model, and communicate the results of multiple analyses with SQL, Tableau, and Python
- **Level 2 Data Skills:** Work on advanced analytics data sets

IDEAL FOR
- Analysts and managers in functional areas (marketing, product, UX) who want to leverage more complex data for their analyses
- People who want to move from periodically working with data into full-time analyst positions

PRE-WORK
Based on DA1 pre-assessment results, learners are assigned online Excel pre-work to ensure they have the proper analytics baseline coming into class

AGENDA

18 Hrs
Wrangling Data
Learn the benefits of working with data out of databases and learn to join, clean, and run basic calculations on data in SQL.

18 Hrs
Exploring and Modeling Data
Connect data from a database to a BI tool (Qlik Sense or Tableau), then explore it and develop a visual model. Tie everything together by building a dashboard to identify business insights.

6 Hrs
Python Programming Fundamentals
Build basic programming skills in Python before using it for exploratory data analysis. Covers variables, booleans, numerical operators, string concatenation, logical comparison, functions, and control flow.

18 Hrs
Exploratory Data Analysis in Python
Use Python for advanced analytics and exploratory data analysis: Pandas DataFrames and series, common procedures and best practices when "cleaning" data using Pandas, data visualization, plotting with Pandas, and data workflow and terminology.
Capstone Project: Conduct and present a full analysis specific to your business