

Data Analysis Program

Master Data Analysis. Transform Data into Actionable Insights.

In today's data-driven world, every organization—big or small—relies on skilled data analysts to turn raw data into insights that drive strategy, efficiency, and innovation.

At **Certed Technologies**, our **Data Analysis Program** empowers you with the technical tools, business acumen, and analytical mindset required to thrive in roles involving decision intelligence, reporting, and visualization.

Why Data Analysis? Why Now?

The explosion of data from digital systems, IoT devices, transactions, and user behavior has created an unprecedented demand for professionals who can analyze, interpret, and visualize this data.

Data Analysts are essential across all industries, including finance, healthcare, marketing, manufacturing, and government.

Learn from Industry Analysts

Our instructors are expert data professionals and business analysts with experience in real-world reporting, KPIs, dashboarding, and stakeholder communication. You'll gain not only technical skills but also a strong business and storytelling perspective.

Program Highlights

Feature	Description
Duration	6 Months / 450 Hours
Delivery Mode	Hybrid (Online + Offline)
Tools & Platforms	Excel, SQL, Power BI, Tableau, Python (Pandas, Matplotlib)
Project Work	5+ Business Case Projects + 1 Capstone

Certifications Industry-Recognized + Placement Readiness Badge

Career Support Resume Help, Mock Interviews, Job Placement Assistance

What You'll Learn

Our curriculum blends **business context with data tools**, making you job-ready.

Module 1: Introduction to Data Analytics

- What is Data Analysis? Lifecycle & Types
- Role of Data Analyst in Organizations
- Analytics vs Business Intelligence

Module 2: Microsoft Excel for Analysts

- Functions, Charts, Pivot Tables, Data Validation
- Lookup Functions, Conditional Formatting
- Dashboards & KPI Reporting

Module 3: SQL for Data Querying

- Basics: SELECT, WHERE, JOIN, GROUP BY
- Subqueries, Window Functions, CTEs
- Writing Optimized Queries for Real Databases

Module 4: Data Visualization with Power BI & Tableau

- Data Importing & Cleaning
- Visualizations: Bar, Pie, Heatmap, KPI Cards

- Interactive Dashboards & Storytelling

Module 5: Python for Data Analysis

- Data Handling with Pandas, NumPy
- Data Cleaning & Exploration
- Data Visualization using Matplotlib & Seaborn

Module 6: Business Analytics & Decision Making

- KPI Identification & Business Metrics
- Sales, Marketing, HR, and Operations Dashboards
- A/B Testing, Hypothesis Testing Basics

Module 7: Capstone Project + Reporting

- End-to-End Business Case Analysis
- Data Cleaning → Visualization → Decision Report
- Presentation to Stakeholders

Career Outcomes

You'll be ready for roles such as:

- Data Analyst
- Business Analyst
- MIS Analyst
- Reporting Analyst

- Dashboard Developer

Industries Hiring Data Analysts:

Banking | Retail | Healthcare | FMCG | Logistics | Consulting | EdTech



Tools & Technologies Covered

Excel | MySQL | Power BI | Tableau | Python | Pandas | Seaborn | Matplotlib | Google Sheets | Git & GitHub



Capstone Project Examples

- Sales Dashboard for E-commerce Company
 - Customer Churn Analysis in Telecom
 - HR Analytics for Workforce Planning
 - Financial KPI Tracker for Startups
 - Supply Chain Performance Dashboard
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Certification

Receive a **Joint Certification** from Certed Technologies + Industry Partners and a **Badge** highlighting your **Data Analysis expertise**—perfect for LinkedIn and resumes.



What Makes This Course Unique?

- ✓ Business-Focused Data Projects
- ✓ Covers Excel to Python + BI Tools
- ✓ Real Case Studies across Departments

- ✓ Mentorship + Peer Learning Community
 - ✓ Lifetime Access to Course Content
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Upcoming Batch

Batch Start Date	Mode	Status
15 July 2025	Online	Open
22 July 2025	Offline	Few Seats Left
05 August 2025	Hybrid	Open



Custom Data Analysis Training for Corporates



Upskill Teams with Data-Driven Decision Capabilities

Every department produces data. We help organizations train their teams to **analyze, interpret, and communicate with data**. Our programs are customized for corporate dashboards, industry KPIs, and business case reporting.



We Customize:

- **Curriculum Personalization:** Tools (Power BI, Excel, SQL, Tableau), Sector-specific metrics
 - **Real Datasets:** Use your organization's real or anonymized data
 - **Flexible Delivery:** Onsite, online, blended
 - **Certifications:** Company-branded certificates and assessments
 - **Support Post-Training:** Dashboard mentoring and reporting consulting
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Corporate Teams That Benefit:

- Finance, Operations, Marketing, Sales, HR Analysts
 - CX & MIS Executives
 - Middle Managers looking to make data-driven decisions
 - BI and Reporting Teams
 - Product Managers and Strategy Heads
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Talk to an Advisor

 Email: support@certedtechnologies.com

 Call/WhatsApp: +91-8920158923 | +91-9009015026

Ready to Become a Data Analyst?

“The future belongs to professionals who can turn numbers into narratives. Be one of them.”

 [Enroll Now](#)  [Request a Callback](#)

Frequently Asked Questions (FAQs)

- 1. Who is this course for?**
Students, job seekers, and professionals aiming to work in analytics, dashboards, or reporting.
- 2. Do I need coding experience?**
Not at all. We begin with Excel and gradually introduce SQL and Python with guided practice.
- 3. Which BI tools will I learn?**
Power BI and Tableau both are covered for dashboarding and report creation.

4. **Will I learn to present to stakeholders?**

Yes. Business storytelling, KPI structuring, and presentation techniques are included.

5. **Are there real-world projects?**

Every module includes case-based projects with a comprehensive capstone at the end.

6. **Do I get a certification?**

Yes. A recognized certificate + digital badge to showcase your analytics skills.

7. **What's the delivery mode?**

Online, Offline, and Hybrid options available.

8. **What about job placement?**

Resume building, mock interviews, and recruiter connections are included.

9. **Can I revisit materials later?**

Yes. You get lifetime access to all materials and future updates.

10. **Can it be customized for companies?**

Yes. We deliver organization-specific training for reporting, KPI analytics, and tool upskilling.