

CERTIFICATE

Ana-Maria Topan

Has successfully completed

Data Analytics

course at GoIT

22/07/2024

Unique ID 30374

Data Analytics

goit.global

CEO of GoIT

Anton Chornyi



Supplement to Data Analytics course certificate

General information

Soft Skills

2 classes, 4 hours

Tech Skills (DA)

Classes:

31 classes, 62 hours

1 bonus class, 2 hours

Assignments:

29 assignments on Tech Skills, 74 hours

1 bonus assignment on Tech Skills, 3 hours

Final project on Tech Skills:

Project planning, **1 hour**

Project development, **16 hours**

Career Skills

3 classes, 6 hours

DA units

Unit 1. Basic statistics, analysis, and data visualization in Google Sheets

- Introduction to data analytics and the basics of analysis
- Google Sheets for data analysis and visualization
- Advanced Google Sheets features for data analysis and visualization

Unit 2. SQL and data visualization

- Basic SQL
- Advanced work with SQL and Looker Studio
- Working with data and functions in SQL
- BigQuery and Google Analytics 4

Unit 3. Data visualization in product and marketing analytics

- Data visualization basics in Tableau
- Advanced Tableau features
- Creating effective dashboards and visualizations in Tableau
- Amplitude and tracking plan
- Bonus. Power BI

Unit 4. Python and Jupyter Notebook

- Introduction to Python and Jupyter Notebook
- Pandas library in Python. Part 1
- Pandas library in Python. Part 2

Unit 5. A/B testing

- Introduction to A/B testing
- Analysis and presentation of A/B testing results