

How to get a Data Analyst Job as a Fresher in 2024

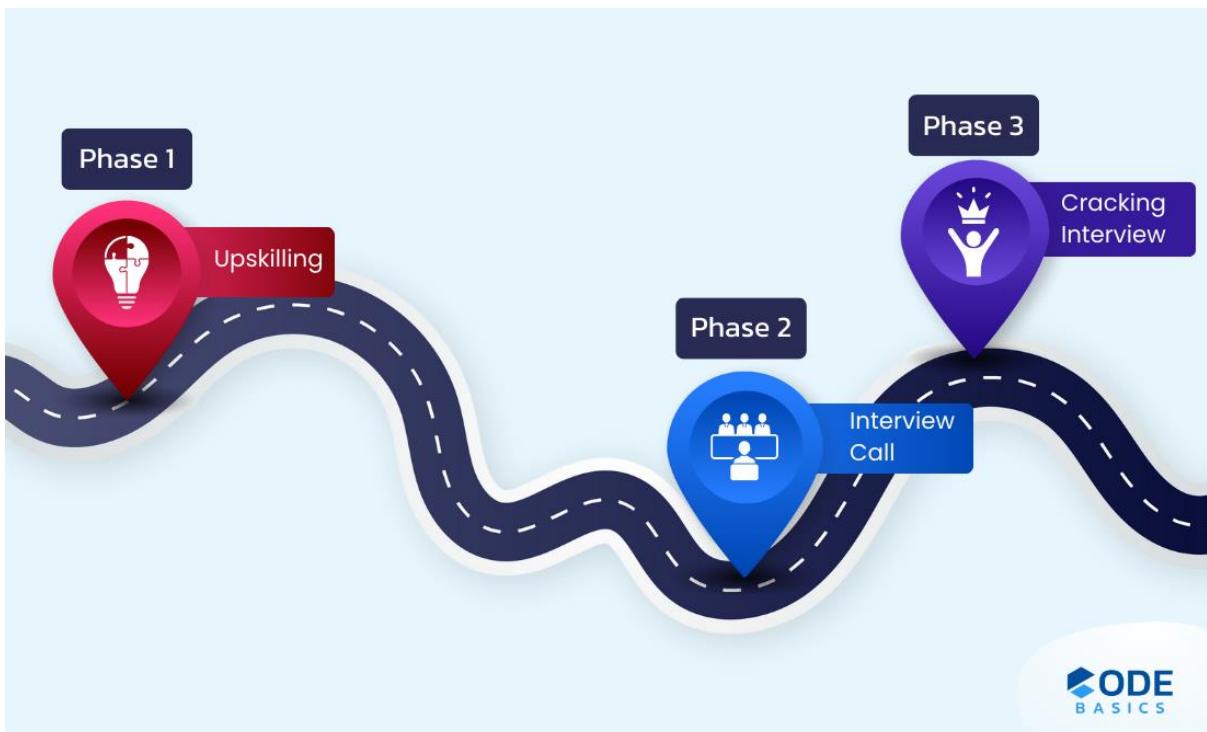
Following is the comprehensive guide to crack a **data analyst job for freshers**.

It is practical and scientific which aims to increase your chances of landing a job being a fresher. It includes FREE learning resources for technical skills (or tool skills) and soft (or core) skills.

3 phases

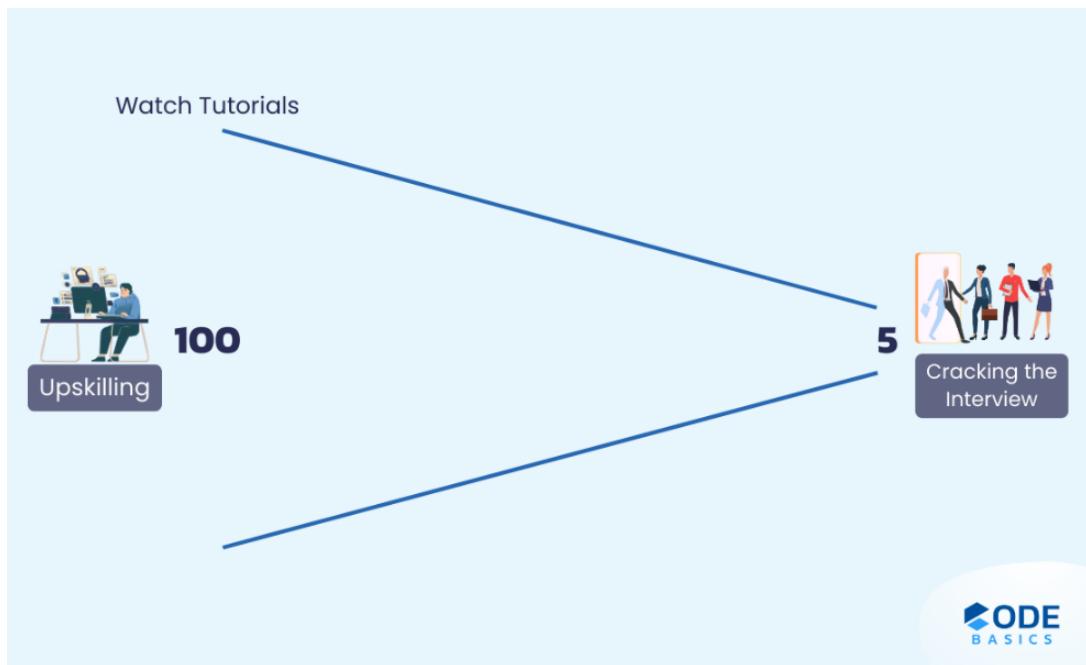
As a fresher, you must go through three major phases to land a job:

1. Upskilling
2. Getting an interview call
3. Cracking the interview.



1 in 100

When you begin to acquire knowledge through **YouTube videos** and **online courses**, you will be one in a **hundred**.

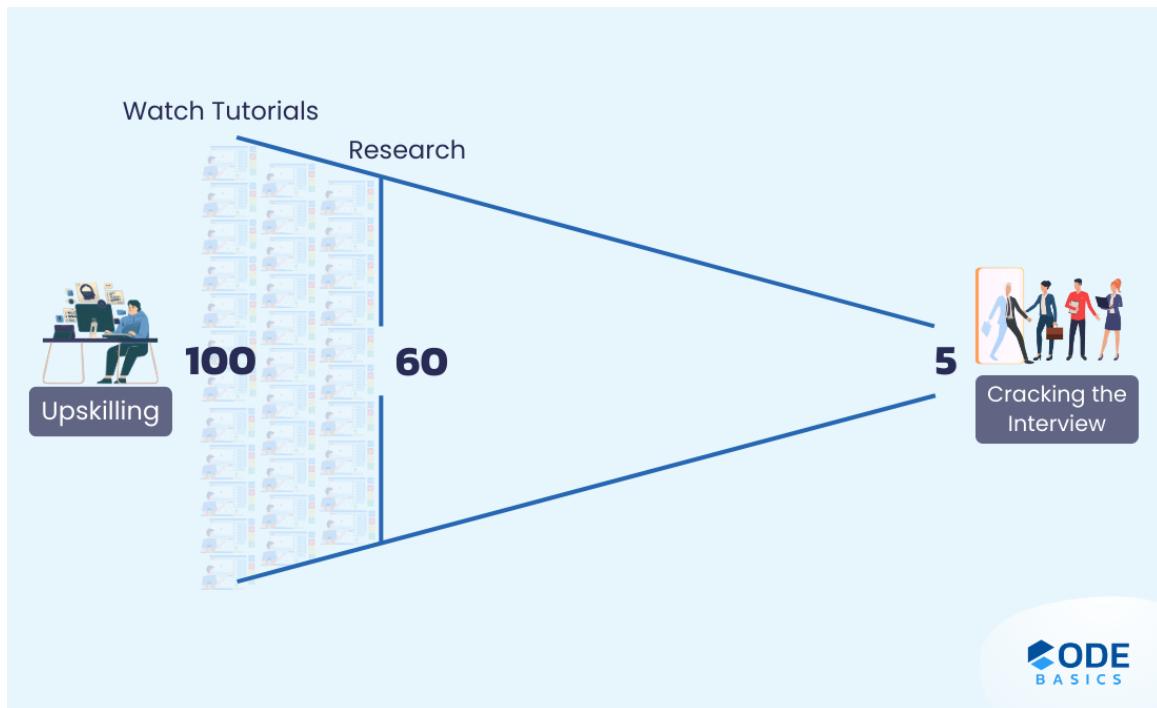


Follow this Checklist:

- I Understand that by watching tutorials I am not getting any competitive advantage.
- I understand that in 2024 I need to do something extra to stand out and belong to the top 5% to crack the interview.

Reaching the top 60%

Everyone is upskilling. However, selecting the right resources based on your own research moves you to the top 60%.

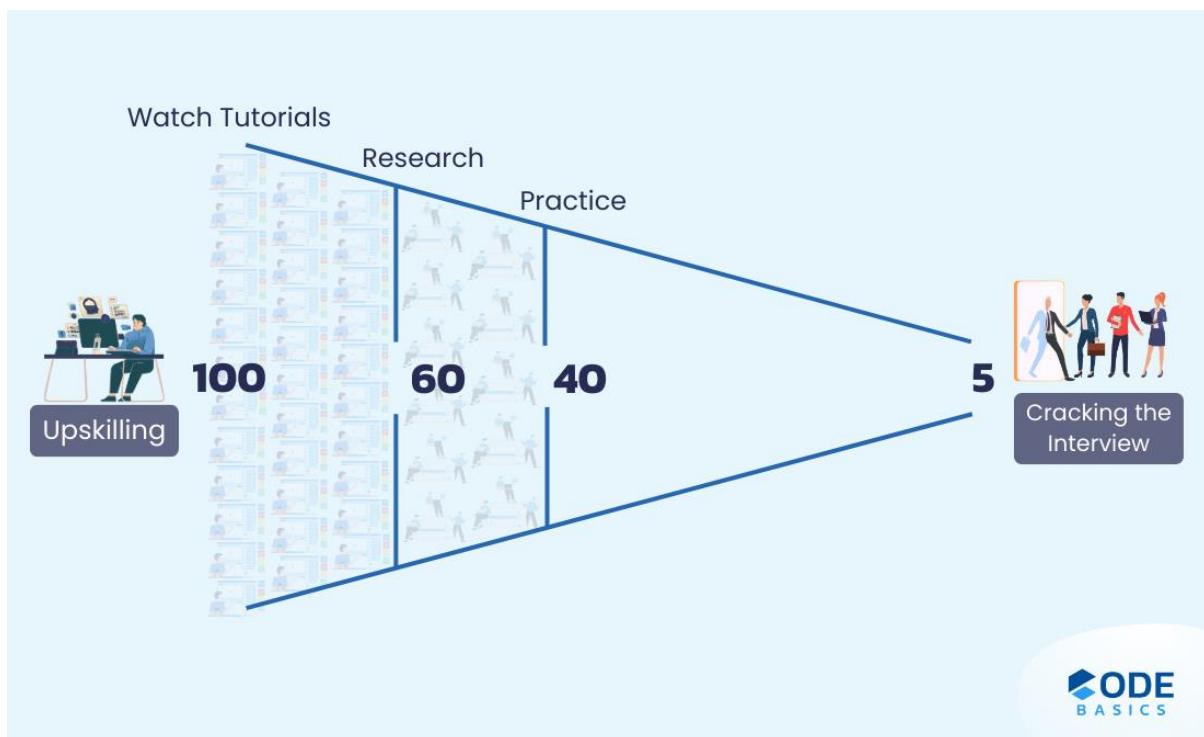


Follow this checklist:

- Do a thorough research about the mentor
- Read the comments thoroughly if it is a free video
- Read the reviews and connect with people who have taken it if it is a paid course

Reaching the top 40%

Consistent practice will propel you to the next segment of the funnel, where you will be among the top 40%.



Follow this checklist:

- I went through the resources provided in the next page
- I have practiced at least 3 guided projects
- I have practiced at least 3 unguided projects

Resources

The screenshot shows a navigation bar at the top with the codebasics.io logo, a search bar, and a 'LOG IN' button. Below the navigation is a horizontal bar with 'Beginner' on the left and 'Advanced' on the right, separated by a large white arrow pointing from left to right.

Guided Projects:

- Sales Insights / FMCG Industry (using SQL)
- HR Insights / Service Industry (using Excel)
- Revenue Insights / Hospitality Industry (using Excel)
- Cricket Analytics / Sports Industry (using pandas)

Unguided Projects:

- Provide Ad Hoc Insights to Management (using SQL)
- Provide Insights to Executive Team / Telecom Domain (using Excel)
- Solve a supply chain problem / FMCG Domain (using Excel)
- Provide Insights to Marketing / F&B Industry (using SQL and Excel)

Guided Projects:

- [Sales Insights Project](#)
- [HR Analytics Project](#)
- [Revenue/ Hospitality Project](#)
- [Cricket Insights T20 Project](#)

Unguided Projects:

- [Provide Ad Hoc Insights to Management](#)
- [Provide Insights to the Executive Team/ Telecom Domain](#)
- [Solve a supply chain problem/ FMCG Domain](#)
- [Provide Insights to Marketing/ F&B Industry](#)

Explore the latest projects below ↗

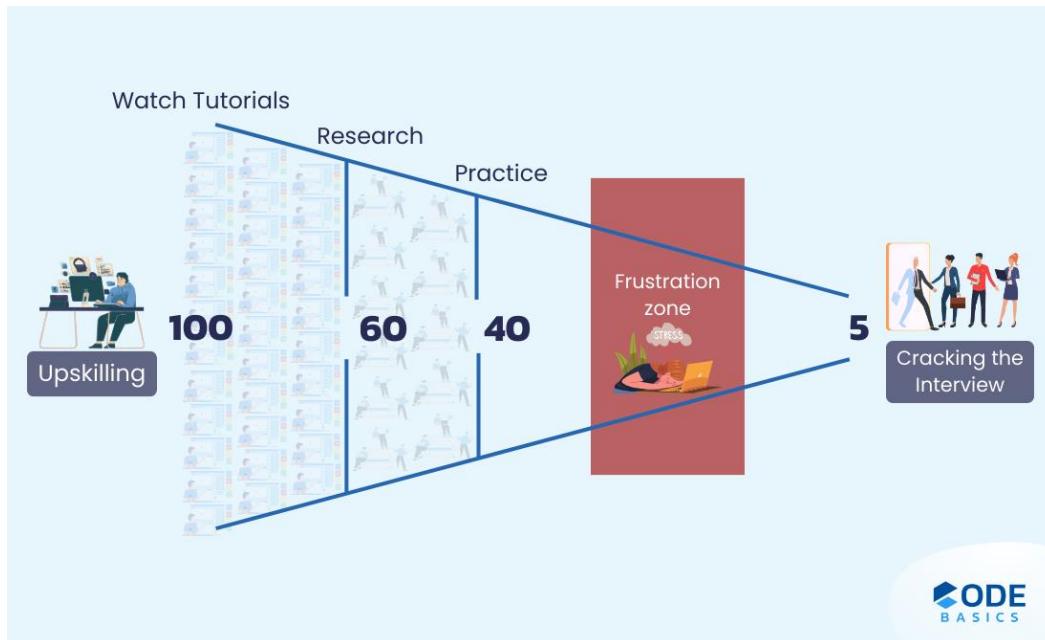
CLICK HERE



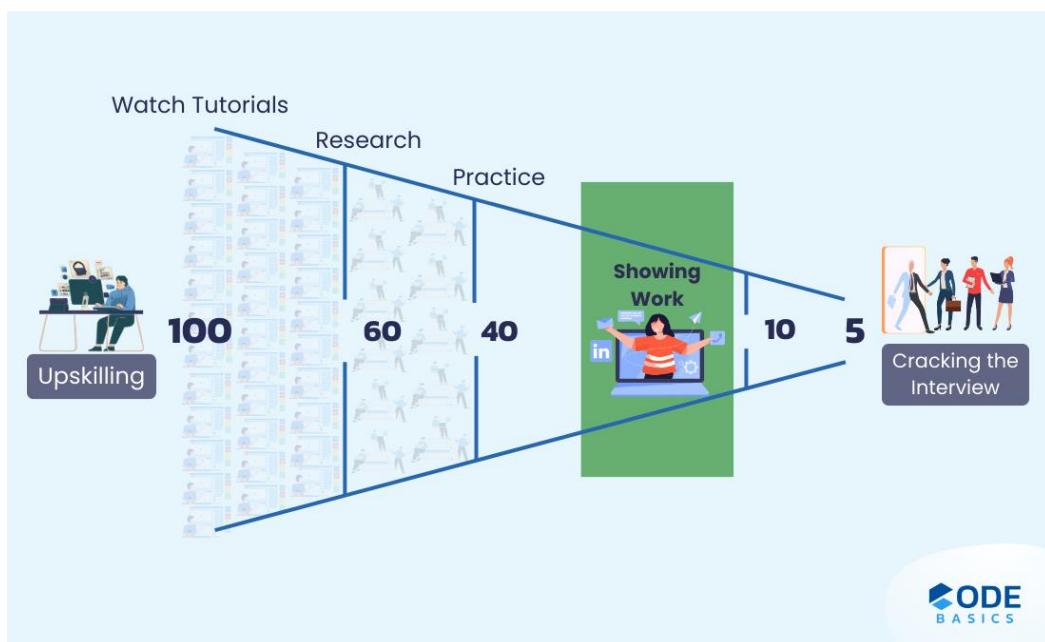
Reaching the top 10%

You've upskilled through research and practice, but it is still not sufficient. This is where most people give up because they struggle to get interview calls even after a lot of hard work.

But are you going to give up? No!



By learning to showcase your work effectively, you can bypass the frustration zone and join the top 10% of candidates who receive interview calls.



3 ways to showcase your work efficiently

1. Resume

Though resumes are static, they are still in practice. Use the below checklist to ensure you are applying with the best possible resume.

Resume Checklist:

1. Format:

- Ensure the template is simple and ATS-friendly. ([Refer to this link](#))
- Use a font size between 10-12pt for readability.
- Keep the resume length to one page, or two if justifiable. ([Refer to this link](#))
- Maintain sufficient white space for ease of reading.
- Use bold and italics for highlighting and avoid any underlining.
- Keep dates and formats consistent (MMM YYYY – MMM YYYY).
- Prioritize the section order for relevance.
- Make section headings clear and descriptive.
- Name the resume document appropriately (e.g., Firstname_Lastname_Position).

2. Section Sequence

For Freshers:

- Follow the sequence: Personal Information → Skills → Education → Projects → Internships → Activities → Certifications.

3. Personal Demographics:

- Include essential contact details (full name, phone number, email, LinkedIn, Portfolio) and omit unnecessary personal information (e.g., Age, DOB).
- Limit your address to city or state only.
- Include only professional social media links.
- Test all hyperlinks for functionality.

4. Summary / Objective:

- Ensure the summary highlights your unique value in simple language.
- Proofread the summary for clarity and an inviting tone.

5. Skills:

- Categorize skills effectively and match them to job requirements.
- Add soft skills with achievements in the experience section.

SKILLS:

Analytical Tools:

- Power BI
- Advanced Excel

Programming Languages:

- SQL (Structured Query Language)
- Python

Database:

- MySQL
- Microsoft SQL Server

6. Experience (internship):

- List internship titles, companies, and employment dates in reverse chronological order.
- Start bullet points with action verbs and keep them relevant and concise.
- Quantify achievements with metrics to show evidence of career progression.
- Specify tools and software used.
- Maintain consistent formatting across the section.

Note: If you do not have experience as an intern, you can show project experience as practical experience.

Experience

Feb 2018 - PRESENT

Mobility Health Services Ltd, Delhi - Data Analyst

- Established a system to classify different health care documents (prescriptions, doctor notes, equipment orders) using **python tesseract** and **Regex**, which accelerated SLA for the classification process from **50 minutes** to **2 minutes** per document.
- Prepared **40+** BI dashboards in **Power BI** for month-on-month insurance business reports.
- Evaluated and analyzed around 1000+ insurance claims using **Excel V-lookup, Chi-square, Normal, and T-distribution** and eliminated **outliers** using **Python and Pandas**
- Assisted businesses in determining optimal pricing strategies by analyzing data trends of 1-year data, identifying relevant business insights, and using time series analysis in **Excel** to forecast future trends.
- Operated closely with the engineering and business team using **scrum/agile** methodology.

7. Projects:

- Provide concise project descriptions with quantifiable outcomes.
- For freshers, maintain a balance of academic and personal projects.
- Include links to work samples or visualizations where relevant.

Business 360 - Brick & mortar and ecommerce [Power BI SQL Excel Dax Studio] Link	Feb 2023
<ul style="list-style-type: none">• Customized a multi-functional Power BI dashboard to analyze AtliQ hardware's sales trends over the global market by gathering data from 2 different sources (Excel/CSV files and a SQL database).• Built data model and visualizations in Power BI, and optimized the report with DAX studio which improved the performance of the report by 5%.• The dashboard enabled <u>AtliQ</u> hardware to analyze different department sales trends and make data-driven decisions, leading to a projected 10% revenue acceleration and 20% reduction in data-related expenses.	

8. Achievements:

- List relevant awards and their impacts, aligned with the job role.

9. Certifications:

- List relevant certifications with title, issuer, and completion date.
- Prioritize impactful and recent certifications.

10. Education:

- For freshers, include degree, institution, graduation date, relevant projects, and GPA.
- For experienced, prioritize the highest degree.

11. Final Checks:

- Omit personal details like religion and marital status.
- Check the resume for grammatical errors and proofread thoroughly before submission.
- Use Resume worded website to check the ATS Score. ([Refer to this link](#))

2. Portfolio Building Resources:

You definitely need a portfolio website in 2024. You can build your portfolio by using these free resources.

- [Novypro](#)
 - Helpful to add Power BI and Excel Projects.
- [Linktree](#)
 - Helpful to add multiple links in one page.
- [GitHub](#)
 - Another way to add projects and showcase it to hiring managers.
- Codebasics Portfolio Website
 - This is part of Codebasics Data Analyst Bootcamp.
 - Example Portfolio: <https://codebasics.io/portfolio/Rhytham-Bajaj>

3. LinkedIn + Online Credibility

You need to use your LinkedIn to build your online credibility which is a major differentiator.

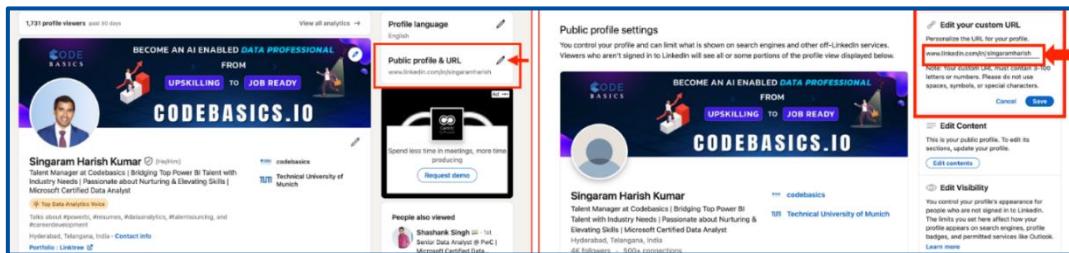
First, optimize your profile using this checklist.

LinkedIn Checklist

1. Custom URL

- Have you personalized your LinkedIn URL?

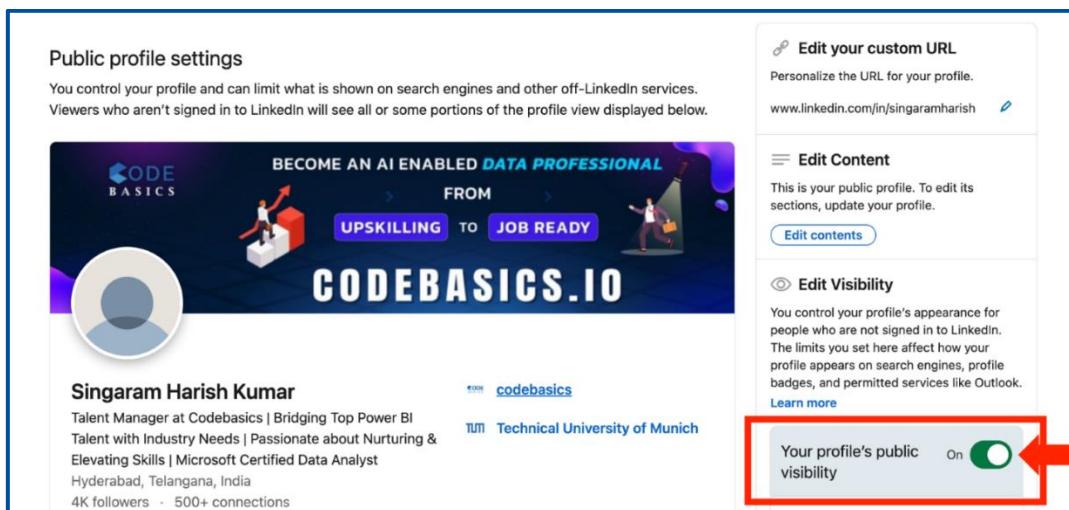
A custom URL is more memorable, professional, and easier to share. Personalize your URL to include your name clearly. (Avoid numbers and symbols)
(Ex: <https://www.linkedin.com/in/singaramharish/>)



2. Profile Visibility

- Is your LinkedIn profile set to public visibility?

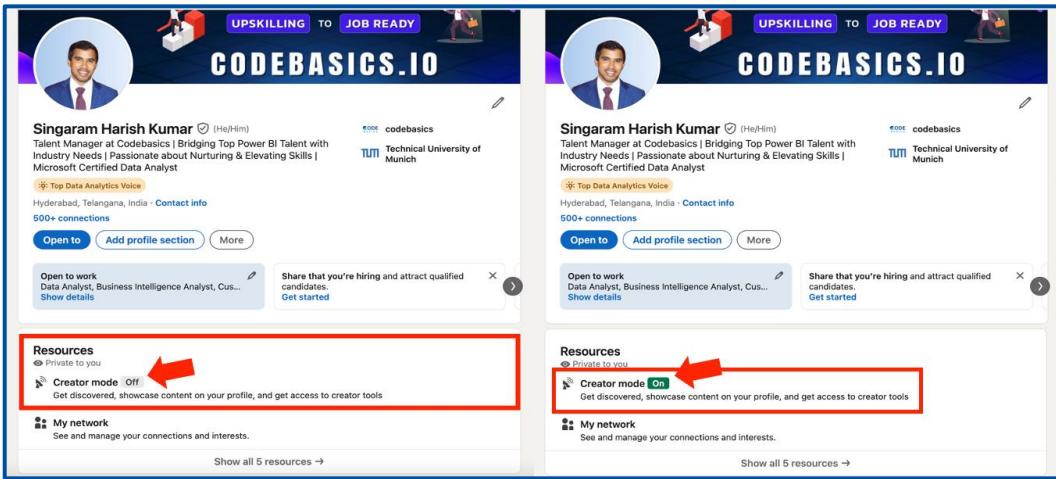
Maximizing visibility ensures your profile is accessible to recruiters and potential connections. Adjust privacy settings to make your profile visible to all LinkedIn users.



3. Creator Mode – Uses of creator mode

- Have you activated Creator Mode on your profile?

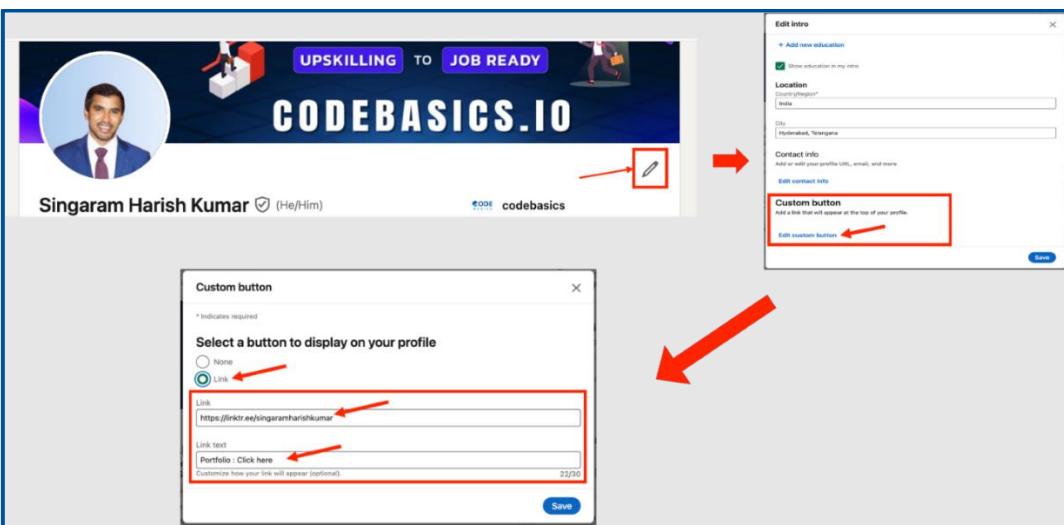
Enhances your ability to reach a wider audience and showcase your expertise.
Activate creator mode and add specific links related to your work.



4. Add a Link to Your Profile (With Creator Mode On)

- Have you added direct links to your project portfolio in your profile?

Direct links can significantly boost your professional credibility. Add links to your personal website, portfolio, or project sites.



5. Cover Photo

- Does your cover photo make a strong professional impression?

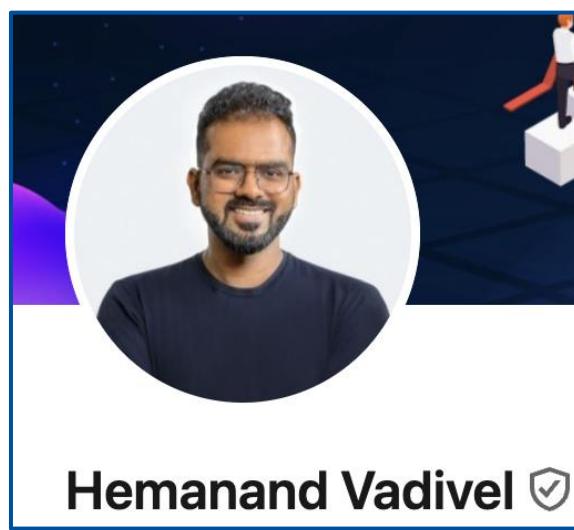
The cover photo is one of the first visual impressions on your profile. Use an industry-related image, personal branding element, or a motivational quote.



6. Profile Picture

- Is your profile picture clear, professional, and recent?

A clear and professional profile picture is essential for a positive first impression. Use a recent, high-quality headshot with a neutral background.



7. Headline

- Is your profile headline clear, concise, and keyword-optimized?

Your headline is crucial for summarizing your professional expertise. Incorporate relevant industry keywords and highlight your unique value proposition.

A quick Headline formula:

What is it exactly you do for people + your organization + achievement 1 + achievement 2 + achievement 3 + fun fact

Alternative 1:

Inspirational line that's written in your voice + contact details

Alternative 2:

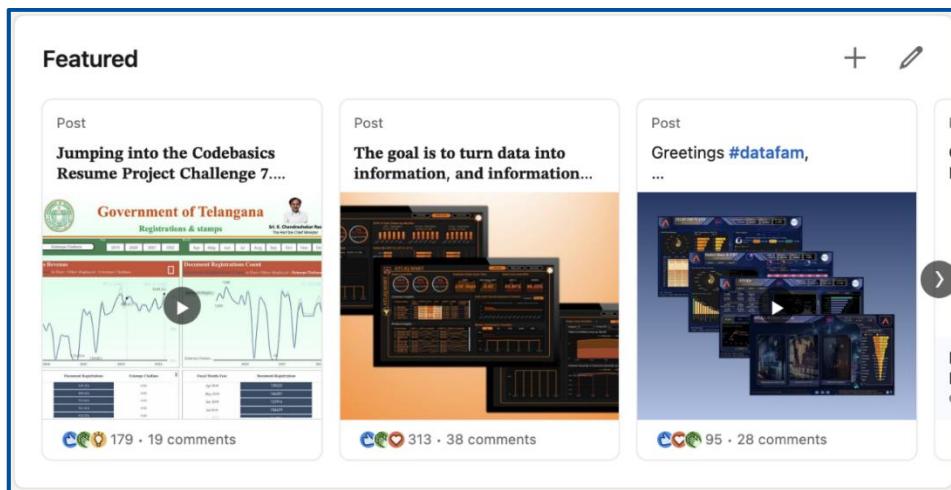
What is it exactly you do for people + your occupation + inspiring line about life + CTA/contact details

Hemanand Vadivel  · 1st
Co-Founder @ codebasics.io | Helping People Become AI Enabled Data Professionals

8. Featured Section

- Have you utilized the Featured Section to showcase your best work?

This allows you to showcase your achievements front and center. Feature articles, presentations, videos, or any other content that represents your achievements.



9. Summary (About Section)

- Is your LinkedIn summary engaging and reflective of your career journey?

Your summary gives insight into your career journey and personality. Write in the first person, highlighting your experience, hobbies, and what makes you unique.

About

I'm Naveen, currently working as Data Analyst & Product Owner at Codebasics, and I love figuring out the story and insights from the messy data.

One Interesting fact about my job is, I got this offer based on my LinkedIn profile and my submissions in the #codebasicsresumechallenge , without any formal interview 😊

I have recently switched to a data analyst role from Testing Engineer. The experience from working in the testing domain, helped me to become the best in identifying the edge cases in all the scenarios.

Tools and Technologies I work with,

- Power BI
- Python
- MySQL
- Excel
- Notion

My Functional Areas

- Data Visualization
- Market Analysis
- Content creation
- Social Media Handling
- Dashboarding

I strongly believe in learning in Public, which is the main reason I share all my learnings and experience here on a regular basis. To learn from my learnings and experience, you can follow/Connect with me here 😊.

 **Top skills**
Microsoft Power BI • Data Analysis • Microsoft Excel • MySQL • Python (Programming Language)

10. Experience

- Have you clearly outlined your professional experience and achievements?

Clearly outlined experience demonstrates your career progression and skills.
Focus on achievements using short, impactful sentences.

Experience

 **Co-Founder & CEO**
codebasics · Full-time
Aug 2022 - Present · 1 yr 4 mos
Princeton, New Jersey, United States

Codebasics is a learning-tech company that helps humans achieve their true potential by helping them upskill in the area of data analytics, data science, ML, software engineering etc. ... [...see more](#)

 **Edgewell Personal Care**
5 yrs 4 mos

- **Data and Analytics Manager, Revenue Management International**
Full-time
Jun 2020 - Jul 2022 · 2 yrs 2 mos
High Wycombe, England, United Kingdom
 - Leading Data & Analytics initiatives across commercial departments in Europe, LATAM and APAC markets to achieve Revenue Management Targets.... [...see more](#)
- **Data and Analytics Specialist, Supply Chain Europe**
Full-time
Sep 2018 - May 2020 · 1 yr 9 mos
Düsseldorf Area, Germany
 - Providing end to end analytics solutions across Supply Chain to improve Visibility, Performance & Processes... [...see more](#)
- **Junior Analyst, Demand Planning Data, Systems & Applications EMEA**
Oct 2017 - Aug 2018 · 11 mos
Solingen
 - Enhancing BI & Creating Insights in Demand Planning & Supply Chain Centre of Excellence
...

11. Education

- Is your educational background accurately and comprehensively listed?

Education can lend credibility and context to your professional background. List your highest qualifications, including notable projects or activities.

Education

 **University of Duisburg-Essen**
Master's Degree, Technical Logistics
2014 - 2016
Grade: 2,2

I graduated from the university of Duisburg-Essen with my master degree in Technical Logistics. The study provided me with an extensive knowledge in the field of logistics and supply chain, in which parti ...see more

 **Anna University**
Bachelor's Degree, Mechanical Engineering
2008 - 2012
Grade: 2,2

Activities and societies: Active member and former secretary, SAE .

12. Licenses & Certifications

- Have you included all relevant licenses and certifications?

Certifications showcase your commitment to professional development. Include any relevant certifications with their issue and expiration dates.

Licenses & certifications

 **Google Data Analytics Specialization**
Coursera
Issued Sep 2022
Credential ID VNJDYDDFDAHW
[Show credential](#)

 **IBM Data Analyst Specialization**
Coursera
Issued Aug 2021
Credential ID 3H5ZHTKBUG4Q
[Show credential](#)

 **Microsoft Certified: Power BI Data Analyst Associate**
Microsoft
Issued Jun 2021 - Expires Jun 2024
Credential ID H876-8785
[Show credential](#)

 **Data Analysis and Visualization Foundations Specialization**
Coursera
Issued Mar 2021
Credential ID CZ4N4HUWHE2V
[Show credential](#)

13. Skills

- Are your skills up-to-date and endorsed by colleagues?

Skills are crucial for recruiters to match you with relevant opportunities. Regularly update your skills list and seek endorsements.

Skills

Data Analytics

- Recognized as a Top Data Analytics Voice on LinkedIn
- Endorsed by Manish Pawar (mutual connection)
- Endorsed by 2 people in the last 6 months

Show all 4 details →

[Endorse](#)

Power BI

- Endorsed by Kyaw Htet Win and 1 other mutual connection
- Endorsed by 4 people in the last 6 months

16 endorsements

[Endorse](#)

Show all 10 skills →

14. Recommendations

- Have you asked for and displayed recommendations from trusted connections?

Recommendations serve as testimonials to your professional capabilities. Request recommendations and offer to write them for others.

Recommendations

[Recommend Hemanand](#)

[Received](#) [Given](#)

Madhusudhan Padmanaban · 2nd
HO DDMS Strategy and Project Office
March 26, 2023, Madhusudhan and Hemanand studied together

I have always known Hemanand as the "best in class" person in any topic that he is into. He is an all-rounder who tries to find solutions for problems by considering 360 degrees of the issue. Dedicated, Persistent, and Hardworking are other adjectives that one could use to describe him. His drive to create something valuable for the community is what has brought him where he is now. He is not only willing to accept challenges, but also is open-minded to hear proposals from others and keeps himself grounded. I highly recommend Hemanand to anyone who wants to be associated with him.

Alex Walker · 2nd
Vice President Supply Chain International at Edgewell Personal Care
February 6, 2023, Alex was senior to Hemanand but didn't manage Hemanand directly

Hemanand is a rare individual who combines huge emotional intelligence, self awareness and the ability to really understand very detailed data concepts to turn data into analytics, insights and action!

Hem joined us quite early in his career but I was blown away with his mindset (pure growth) as he was always looking to see how he could help the business, learn and grow.

If ever I had a challenging (stressful) day I would head to see what Hem was working on so that I could feel re-inspired and energised again....

[...see more](#)

Show all 4 received →

15. Courses

- Have you showcased relevant courses?

Demonstrates continuous learning and expertise in specific areas (Data Analytics). Include relevant courses with the institution and completion date.

The image consists of three main sections:

- Top Left:** A screenshot of a user profile on a platform called CODEBASICS.IO. The profile belongs to Singaram Harish Kumar, a Data Analyst from Hyderabad, Telangana, India. A red arrow points to a blue button labeled "Add profile section".
- Top Right:** A screenshot of a "Add to profile" sidebar. It includes sections for "Core", "Recommended", and "Additional". Under "Recommended", there is a sub-section for "Add courses", which is highlighted with a red box and a red arrow pointing to it.
- Bottom:** A screenshot of a "Add course" modal window. It has fields for "Course name*", "Number", and "Associated with", each of which is highlighted with a red arrow. A "Save" button is at the bottom right.

16. Projects

- Have you highlighted key projects you've worked on?

Projects illustrate your practical experience and successes. Include the title, description, and achievements of relevant projects.

The composite screenshot illustrates the process of adding projects to a LinkedIn profile. It consists of three main panels:

- Left Panel (LinkedIn Profile):** Shows the LinkedIn profile of Harish Kumar, a Data Analyst at Codebasics. A red arrow points from the 'Add profile section' button on his profile to the 'Add projects' button in the sidebar.
- Middle Panel (Sidebar):** The 'Add to profile' sidebar, which includes sections like Core, Recommended, and Additional. The 'Add projects' button is highlighted with a red box and a red arrow pointing from the LinkedIn profile panel.
- Right Panel (Dialog Box):** The 'Add project' dialog box, which allows users to input project details such as name, description, skills, media, and additional details. It also includes a 'Save' button.

Below these panels is a screenshot of the 'Projects' section on the LinkedIn profile, which lists two completed projects:

- Design and Development of a Hybrid Cycle (Oct 2011 - Apr 2012)
- Inventory quality Ratio Dashboard (Associated with Anna University)

A red box highlights the 'Show all 3 projects →' link at the bottom of the projects section.

17. Languages

- Are your language skills listed?

Language skills can be a significant asset in global and diverse workplaces. List languages you are good at.

This screenshot shows the LinkedIn 'Languages' section. It displays two listed languages:

- English:** Full professional proficiency
- Italian:** Elementary proficiency

A red box highlights the 'Show all 3 languages →' link at the bottom of the section.

Post Regularly on LinkedIn

You need to talk about your projects and learnings regularly on LinkedIn. If you cannot post at least write two meaningful comments on someone's post everyday.

Asking help on LinkedIn

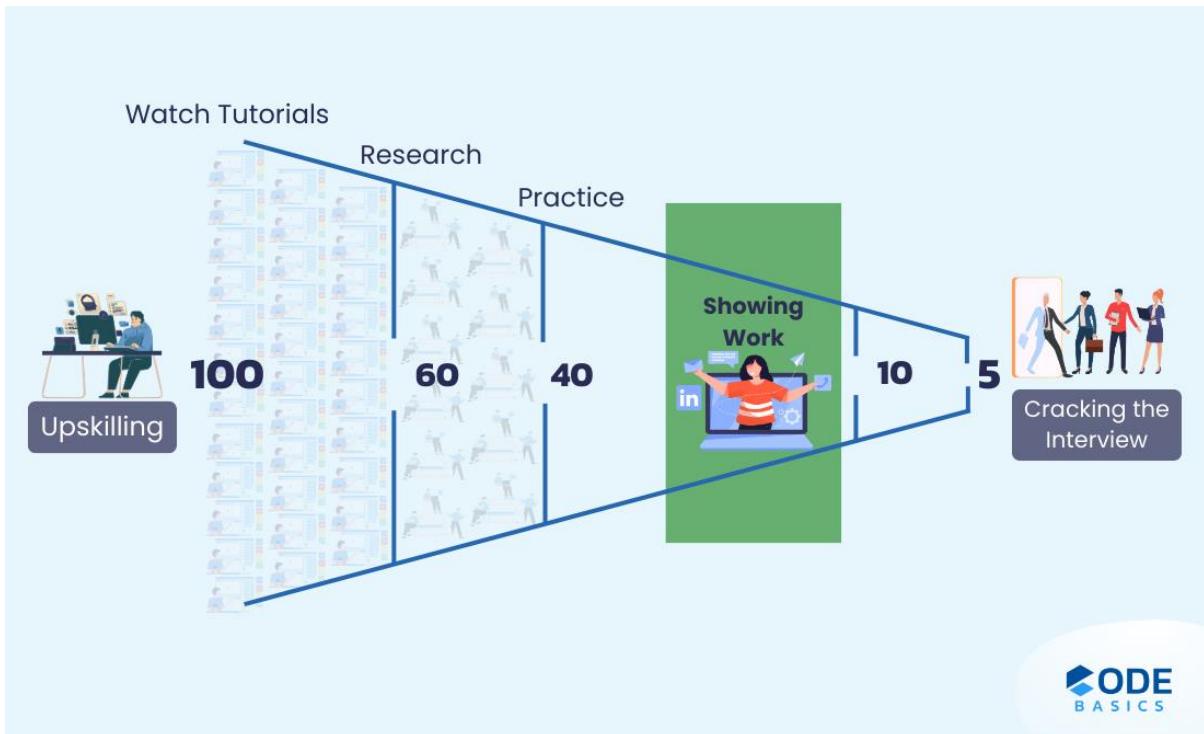
You can reach out to professionals on LinkedIn to get your resume reviewed or even get referrals.

Refer to this template to increase your chances -> [Template](#)

Follow this Checklist:

- I have optimized my LinkedIn profile based on the checklist
- I know how to approach professionals on LinkedIn
- I am active on LinkedIn and post at least twice a week
- I at least make one meaningful comment a day

How to reach the top 5?



1. Practice Technical Questions

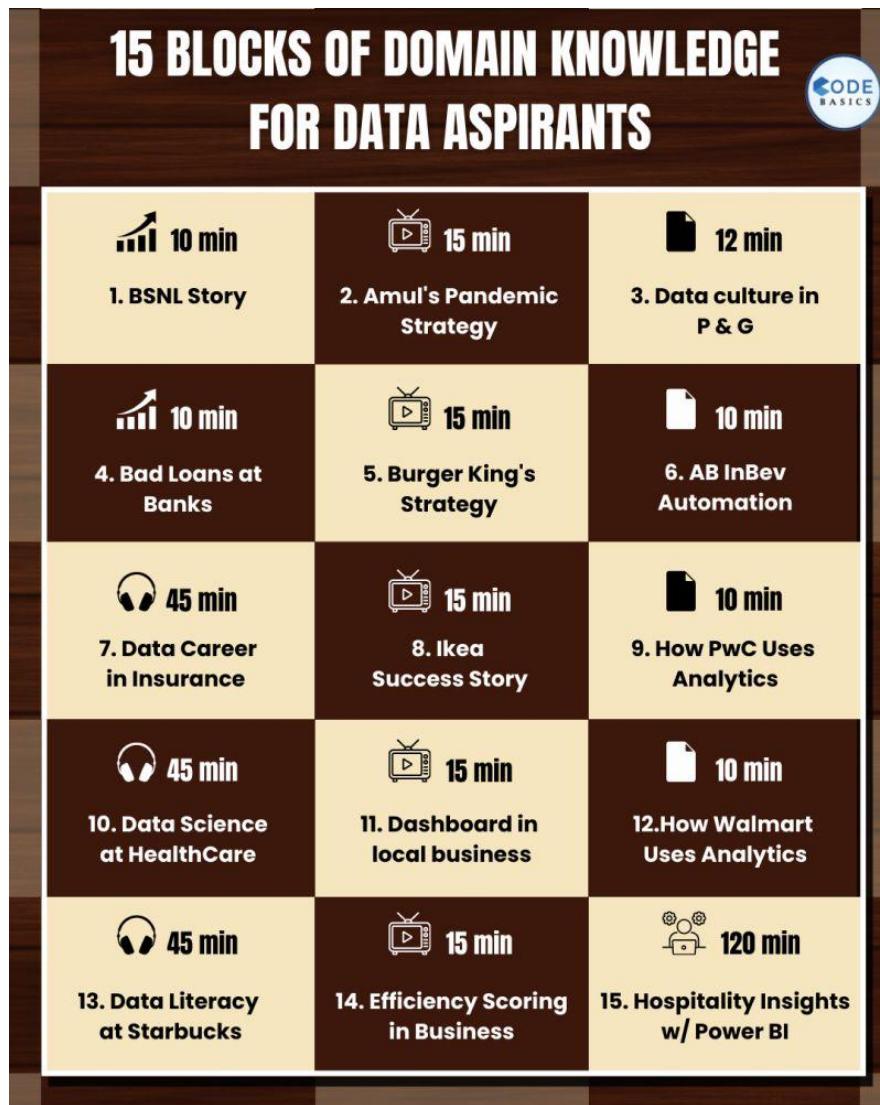
1. Using ChatGPT (3 Ways): [3 ways to use ChatGPT for data analyst job interview.](#)
2. Using ChatGPT to conduct mock interview: [ChatGPT Data Analyst Mock Interview](#)
3. Shashank's YouTube Channel: [LearnWidGiggs](#)

2. Create Presentation decks from projects on your resume & practice presenting them to hiring managers

1. Raghavan's Presentation of a practice project which he used in Ford Interview: [Link](#)
2. If you struggle with communication practice talking in front of the mirror to improve your communication.

3. Leveraging Domain Knowledge

Build domain knowledge to understand how to use business terms along with numbers



All Links:

1. BSNL Story -> [Link](#)
2. Amul's pandemic strategy ->[Link](#)
3. P & G data culture -> [Link](#)

4. Bad loans at Banks -> [Link](#)
5. Burger King's Strategy ->[Link](#)
6. AB InBev Automation ->[Link](#)

7. Data Career in Insurance Industry -> [Link](#)

8. Ikea Case Study ->[Link](#)

9. PwC using Analytics -> [Link](#)

10. Data science at health care -> [Link](#)

11. Dashboard in local business -> [Link](#)

12. Walmart Using Power BI -> [Link](#)

13. Data Literacy at Starbucks -> [Link](#)

14. Efficiency Scoring in Business -> [Link](#)

15. Hospitality Insights -> [Link](#)

All the best! 

