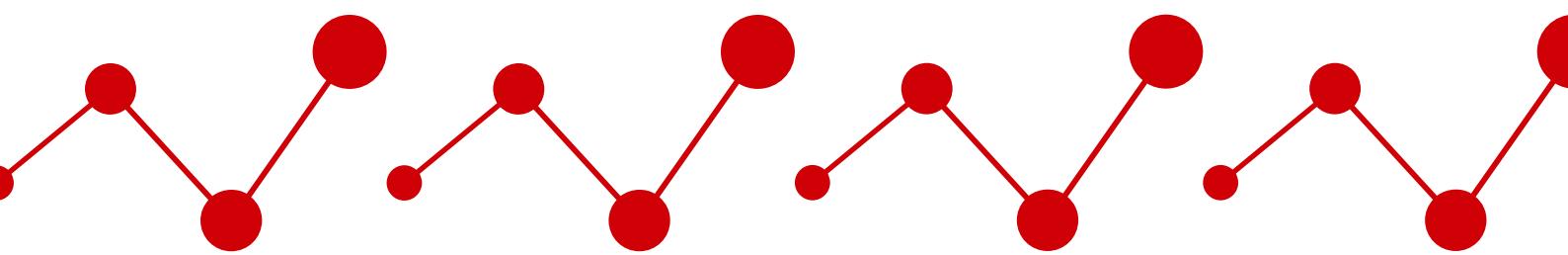




Data Analytics with Gen AI

“Generative AI turns raw data into actionable insight at speed and scale.”



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A Word From The Founder.

I'm **Syed Rahman Hussain**, founder of **DAXGENAI**, where my mission is to transform how professionals harness the power of Data Analytics through generative AI. With a passion for both Data science and AI-driven innovation, I design expert training programs that make complex analytics accessible and actionable.



My approach combines deep technical knowledge with hands-on experience—ensuring that every learner not only understands the theory, but also gains the skills needed to solve real-world problems. Whether you're aiming to elevate your analytics capability, implement AI tools in your workflow, or simply want to stay ahead in this fast-moving field, I'm committed to helping you succeed.

At **DAXGENAI**, I believe the future belongs to those who can adapt, learn, and create using data. Let's master it together.



5+
Year Experience **7+**
specialized courses

3000+
Student Trained

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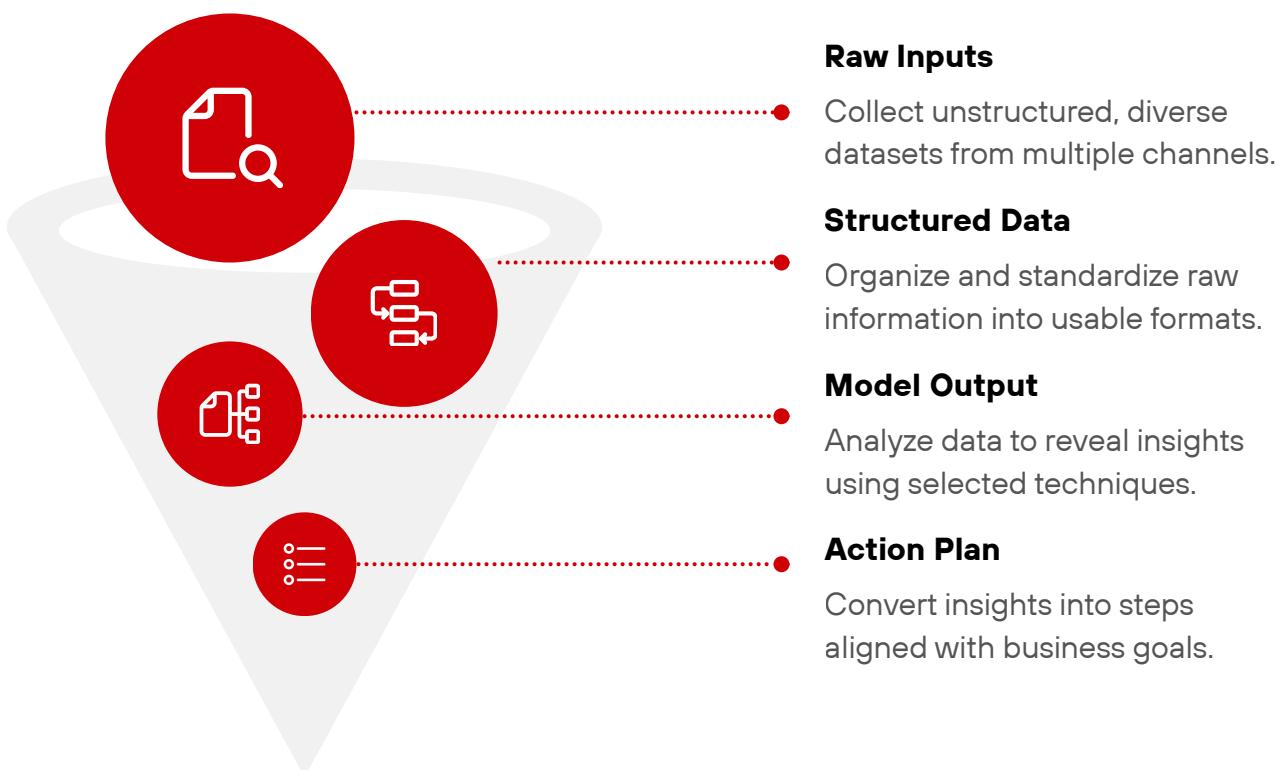


What is Data Analytics with Generative AI?

Data Analytics is the process of examining raw data to uncover insights, trends, and patterns that help in decision-making. Traditionally, this is done using tools like **Excel, SQL, Power BI, Statistics, Python**, etc. Generative AI takes this a step further.

It doesn't just analyze data—it can also generate new outputs (like summaries, reports, dashboards, predictions, or even code) based on the data.

Data Analytics - Analytical Funnel





Top Companies Hiring Data Analysts



SONY

Tech Mahindra

IBM

SIEMENS

Deloitte.

amazon

J.P.Morgan

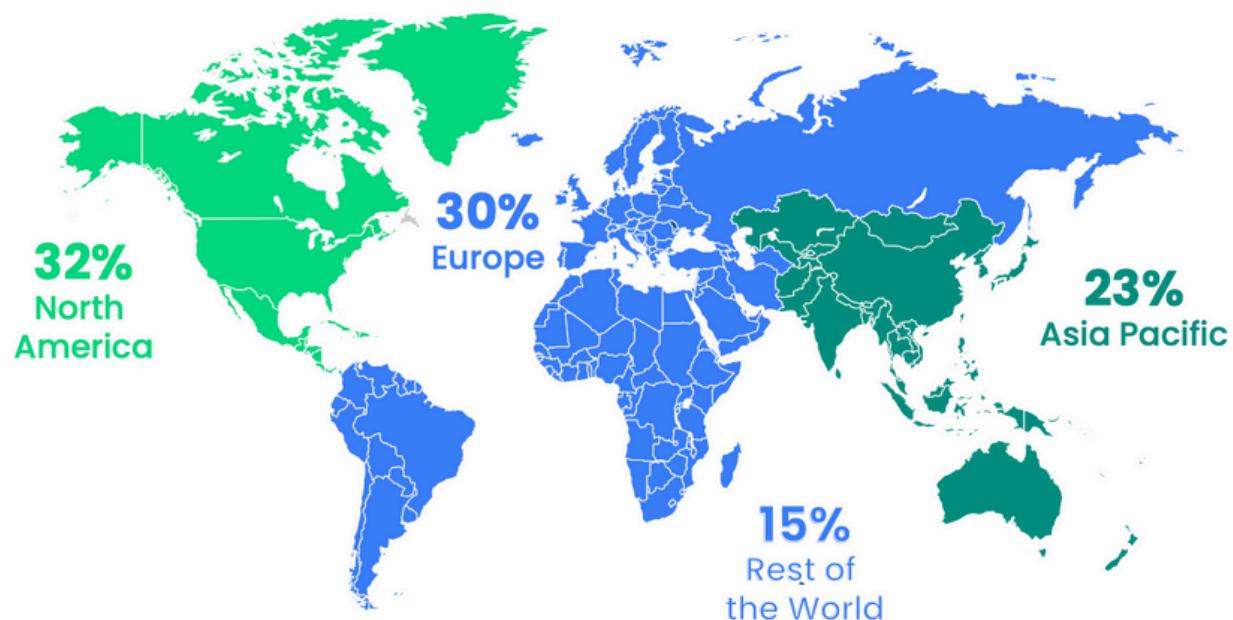
Infosys



BARCLAYS

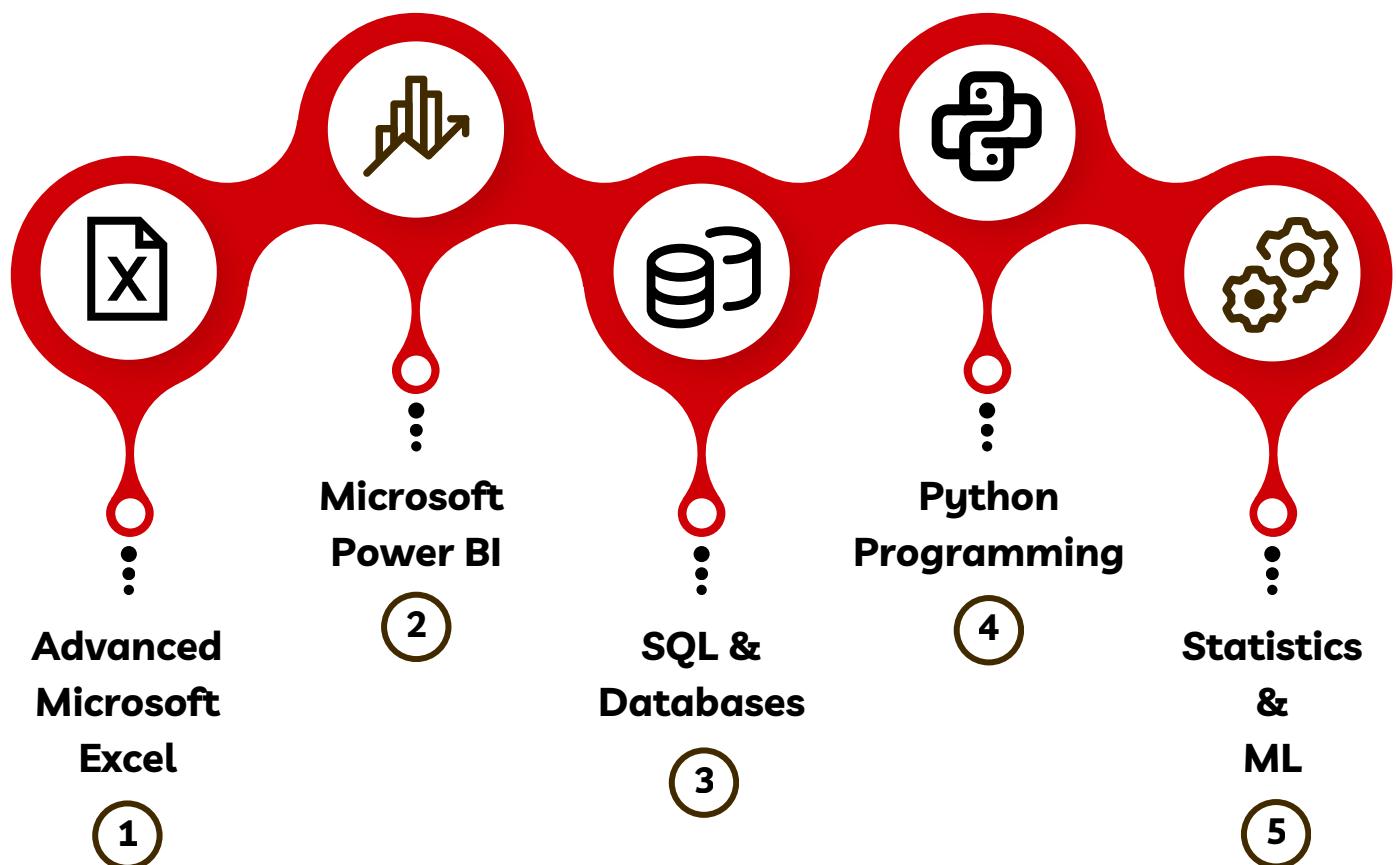
and many more....

Global Data Analyst Market

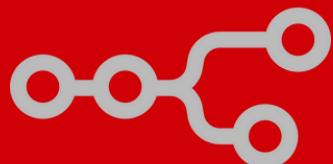




Tools and Technologies Covered



Value Added Courses



and many more.....

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Course Curriculum

Advanced Excel

Introduction

- MS Office Versions (similarities and differences)
- Interface (latest available version)
- Row and columns
- Keyboard shortcuts for easy navigation
- Data entry (fill series)
- Find and select
- Clear options
- Ctrl+enter
- Formatting options - Font, Alignment, Clipboard (copy, paste special)

Lab: Data entry, Fill series options, Copy Paste Special

Referencing, Named ranges, Uses, Arithmetic Functions

- Mathematical calculations with cell referencing (Absolute, Relative, Mixed)
- Functions with name range
- Arithmetic functions (SUM, SUMIF, SUMIFS, COUNT, COUNTA, COUNTIFS, AVERAGE, AVERAGEIFS, MAX, MAXIFS, MIN, MINIFS)

Lab: Arithmetic and statistical functions

Logical functions

- IF
- AND
- OR
- NESTED IFS
- NOT
- IFERROR
- Usage of mathematical and logical functions nested together

Lab: Logical functions

Referring data from different tables: Various types of Lookup, Nested IF

- LOOKUP
- VLOOKUP
- NESTED VLOOKUP
- HLOOKUP
- INDEX
- INDEX WITH MATCH FUNCTION
- INDIRECT
- OFFSET

Lab: Lookup and reference functions



Advanced Excel

Advanced functions

- Combination of arithmetic, logical, lookup functions
- Data validation (With dependent drop down)

Lab: Advanced functions

Date and Text Functions

- Date functions: DATE, DAY, MONTH, YEAR, YEARFRAC, DATEDIFF, EOMONTH
- Text functions: TEXT, UPPER, LOWER, PROPER, LEFT, RIGHT, SEARCH, FIND, MID, TTC, Flash fill

Lab: Date and text functions

Data Handling: Data cleaning, Data type identification, Remove Duplicates, Formatting and Filtering

- | | |
|---|--|
| <ul style="list-style-type: none"> • Number formatting (with shortcuts) • CTRL+T (converting into an excel table) • Formatting table • Remove duplicate | <ul style="list-style-type: none"> • SORT • Advanced sort • FILTER • Advanced Filter |
|---|--|

Lab: Data cleaning, remove duplicates, formatting And filtering

Data Visualization: Conditional formatting, Charts

- Conditional formatting (Icon sets/Highlighted colour sets/Data bars/custom formatting)
- Charts: Bar, column, lines, scatter, combo, Gantt, waterfall, pie

Lab: Data Visualization: Conditional formatting

Data Summarization: Pivot Report and Charts

- Pivot Reports: Insert, Interface, Crosstable Reports, Filter, Pivot Charts
- Slicers: Add, Connect to multiple reports and charts
- Calculated field
- Calculated item

Lab: Data Visualization: Conditional formatting



Advanced Excel

Data Summarization: Dashboard Creation, Tips and Tricks

- Dashboard: Types, getting reports and charts together, use of slicers
- Design and placement: Formatting of tables, charts, sheets, proper use of colours and shapes

Lab: Data Summarization: Dashboard creation

Connecting to Data: Power query, pivot, power pivot within Excel

- Power Query: Interface, Tabs
- Connecting to data from other excel files, text files, other sources
- Data cleaning
- Transforming
- Loading data into Excel query
- Using loaded queries
- Merge and append
- Insert power pivot
- Similarities and differences in pivot and power pivot reporting
- Getting data from databases, workbooks, webpages

Lab: Connecting to data: Power query

Getting data from databases, workbooks, webpage queries, merge, pivoting

Getting data from databases, workbooks, append

VBA and Macros

- View tab, add developer tab
- Record macro: Name, storage
- Record macro to format table (Absolute Ref)
- Format table of any size (Relative ref)
- Play macro by button, shape, as command (in new tab)
- Editing macros
- VBA: Introduction to the basics of working with VBA for Excel: Subs, ranges, sheets
- Comparing values and conditions, if statements and select cases.
- Repeat processes with For loops and Do While or Do Until loops
- Communicate with the end-user with message boxes and take user input with input boxes, user form

Lab: Record macro

Interface, Sub-end sub, variable, objects

Message boxes, user form



SQL & MySQL

Introduction to MySQL

- Introduction to Databases
- Introduction to RDBMS
- Explain RDBMS through normalization
- Different types of RDBMS
- Software Installation (MySQL Workbench)

SQL Commands and Data Types

- Types of SQL Commands (DDL, DML, DQL, DCL, TCL) and their applications
- Data Types in SQL (Numeric, Char, Datetime)

DQL & Operators

- SELECT: LIMIT, DISTINCT, WHERE, AND, OR, IN, NOT IN, BETWEEN, EXIST, ISNULL, IS NOT NULL, Wild Cards, ORDER BY

Case When Then and Handling NULL Values

- Usage of Case When Then to solve logical problems and handling NULL Values (IFNULL, COALESCE)

Group Operations & Aggregate Functions

- Group By, Having clause
- COUNT, SUM, AVG, MIN, MAX, COUNT
- String functions
- Date & Time function

Constraints

- NOT NULL
- UNIQUE
- CHECK
- DEFAULT
- Primary key
- Foreign Key (Both at column level and table level)

Joins

- Inner
- Left
- Right
- Cross
- Self joins
- Full outer join



SQL & MySQL

DDL

- Create
- Drop
- Alter
- Rename
- Truncate
- Modify
- Comment

DML & TCL Commands

- DML: Insert, Update, and Delete
- TCL: Commit, Rollback, Savepoint, and Data Partitioning

Indexes and Views

- Indexes (Different Type of Indexes) and Views in SQL

Stored Procedure

- Procedure with IN Parameter
- Procedure with OUT parameter
- Procedure with INOUT parameter

Function, Constructs

- User Defined Function
- Window Functions – Rank, Dense Rank, Lead, Lag, Row_number

Union, Intersect, Sub-query

- Union
- Union all
- Intersect
- Sub Queries
- Multiple Query

Exception Handling

- Handling exceptions in a query
- CONTINUE Handler
- EXIT handler

Exception Handling

- Triggers

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Power BI

Power BI Introduction and Installation

- Understanding Power BI Background
- Installation of Power BI and checklist for perfect installation
- Formatting and Setting prerequisites
- Understanding the difference between Power BI desktop & Power Query

The Power BI user interface, including types of data sources and visualizations

- Getting familiar with the interface BI Query & Desktop
- Understanding types of visualization
- Loading data from multiple sources
- Data type and the type of default chart on drag drop
- Geo location map integration

Lab: Load the data from excel file and validating the data types and using default charts

Sample dashboard with Animation Visual

- Financial sample data in Power BI
- Preparing sample dashboard as get started
- Map visual types and usages in different variation
- Understanding scatter Plot chart with Play axis and the parameters.

Lab: Variations of Scatter Chart and Map Chart with conditional formatting and using play axis

Power BI Artificial Intelligence Visual

- Understanding the use of AI in Power BI
- AI analysis in Power BI using chart
- Q&A chat bot and the use in real life
- Hierarchy tree

Lab: Create visuals with the help of AI like Q&A Smart Narrative

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Power BI

Power BI Visualization

- Understanding Column Chart
- Understanding Line Chart
- Implementation of Conditional formating
- Implementation of Formatting techniques.

Lab: Bar & Column chart differences and Coloring and formatting

Power Query Editor

- Loading data from folder
- Understanding Power Query in detail
- Promote header, Split to limiter, Add columns, append, merge queries, etc.

Lab: Formatting the data and removing unwanted fields

Modelling with Power BI

- Loading multiple data from different format
- Understanding modelling (How to create relationship)
- Connection type, Data cardinality, Filter direction
- Making dashboard using new loaded data

Lab: Creating relationships with different Cardinality with examples

Power Query Editor Filter Data

- Power Query Custom Column & Conditional Column
- Manage Parameter
- Introduction to Filter and types of filter
- Trend analysis, Future forecast

Lab: Power Query Custom Column (M-Code) and Manage Parameter

Customize the data in Power BI

- Understanding tooltip with information
- Use and understanding of Drill Down
- Visual interaction and customisation of visual interaction

Lab: Usage of drill down & tool tip

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Power BI

Customize the data in Power BI

- Drill through function and usage
- Button triggers
- Bookmark and different use and implementation
- Navigation buttons

Lab: How to create Bookmarks and Navigation buttons

Dax Expressions

- Introduction to DAX
- Table Dax, Calculated column, DAX measure and difference
- Eg:- Calendar, Calendar auto, Summarize, Group by, etc.
- Calculated Column
- Related, Lookup value, switch, Datedif, Rankx, Date functions
- Dax Measure and Quick Measure
- Remove filters, Keep filters, All, Allselected, Time Intelligence Functions,Rolling average,YoY, Running total

Lab: Revision of theTable dax formulas

Revision of the Calculated Columns formulas

Revision of the Calculated Dax formulas

Custom Visual

- Custom visual and understanding the use of custom
- Loading custom visual, Pinning visual
- Loading to template for future use
- Publishing Power BI

Lab: Creating Visualization and Publishing Power BI Service

Power BI Service

- Introduction to app.powerbi.com
- Schedule refresh
- Data flow and use power bi from online
- Download data as live in Powerpoint and more.

Lab: Complete Power BI Online Services

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Python Programming

Anaconda installation, Introduction to python, Data types, Operators

- Variables, data types (Integer, Boolean, Float, List, Tuple, String), Operators in Python

Data types Contd, Slicing the data, Inbuilt functions in Python

- Dictionaries, Sequence methods, Concatenate, Repetition, Len, Min Max Functions, Index Position, Addition and deletion of elements, Reverse, Sorting

Sets, Set Theory, Regular Expressions, Decision making Statements

- Sets, re module (Findall, Search, Split, Match) IF, elif, getting input from user, identity operator

Loops, Functions, Lambda functions, Modules

- For, While Loops, Functions, Lambda Functions, Math Module, Calendar Module, Date & Time Module

Pandas, Numpy, Matplotlib, Seaborn

- Data frame creation, using different methods, Using Pandas analysis on Universities Salary data Sets, Visualization using Matplotlib and Seaborn, Numpy Introduction

Statistics

Descriptive Statistics

- Data Types, Measure of central tendency, Measures of Dispersion, Graphical Techniques,
- Skewness & Kurtosis, Box Plot

Probability and Normal Distribution

- Random variable, Probability, Probability Distribution, Normal Distribution, SND

Inferential Statistics

- Sampling Funnel, Central Limit Theorem, Confidence interval, Introduction to Hypothesis Testing, Anova and Chi Square

Data Cleaning and Insights

- Data Cleaning (Invalid Cells, Blanks, Outliers, Null Values), Imputation Techniques (Mean and Median), Scatter Diagram and Correlation Analysis

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ChatGPT

Introduction to ChatGPT and AI

- What is ChatGPT?
- The history of ChatGPT
- Applications of ChatGPT
- ChatGPT vs other chatbot platforms
- Industries using ChatGPT
- The benefits and limitations of ChatGPT
- Future developments in ChatGPT technology
- Ethical considerations related to ChatGPT and AI

Types of AI and Chatgpt Architecture

- Narrow AI
- Strong AI
- Superintelligence
- Chatgpt architecture
- Industries using ChatGPT
- The benefits and limitations of ChatGPT
- Future developments in ChatGPT technology
- Ethical considerations related to ChatGPT and AI

ChatGPT Functionalities and Applications

- How does ChatGPT work?
- ChatGPT Functionalities
- Drafting emails and professional communication
- Automating content creation
- Resume and Cover letter creation
- Research and information gathering
- Brainstorming ideas and creative problem solving
- Best Practices for Using ChatGPT

ChatGPT Prompt Engineering

- What is Prompt Engineering?
- Types of Prompts
- Crafting Effective Prompts
- Using ChatGPT to generate prompt



Job Readiness Program



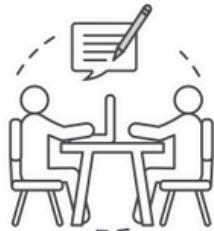
Resume Preparation Session

Our mentors will guide you through preparing your personalized resumes connecting your talents, skills, previous experience, etc.



LinkedIn Profile Optimization

LinkedIn is the platform where you get the tickets to your dream job, and we help you optimize your profile there in the finest way so you bag the best salary in the market.



Interview Preparatory Sessions From Day 1

We provide intensive interview preparation right from Day 1 to prepare candidates for interviews with our network of 2000+ hiring partners.



Mock Interviews

A panel of industry experts will conduct a SWOT analysis and present you with the feedback and ratings of how you performed in the interview and the areas you need to improve.

**WE DON'T JUST TEACH TOOLS,
WE BUILD ANALYTICAL MINDS**



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