

Data Analytics Certification

Presentation - 2025



www.code2career.in



About Code2Career

- An Ed-Tech platform focused on Data Science, Analytics & Career Skills
- Providing online learning for students and working professionals
- Trained by industry experts and IIT alumni
- Offers real-world projects, mock interviews & placement support
- Curriculum designed to match current industry needs
- Helped learners transition into careers in tech, data & analytics
- Actively building connections with hiring partners and startups



Our Accreditations & Partners



TRANSCEND DISCOVERIES



Impressa Solutions



Genzailabs pvt ltd



**ValueTime Online
Services Pvt Ltd.**



InMed Prognostics pvt ltd



**SAI MEDI-EQUIPMENTS
PRIVATE LIMITED**

Why Data Analytics?

- **Transforms raw data into meaningful insights**
- **High demand for skilled data professionals across industries**
- **Helps businesses make data-driven, strategic decisions**
- **Offers high-paying and fast-growing career opportunities**
- **Used in every sector: healthcare, finance, retail, logistics, etc.**
- **Improves operational efficiency and customer experience**
- **Drives innovation through predictive and prescriptive analytics**
- **Essential skill in the era of digital transformation**

Course Curriculum

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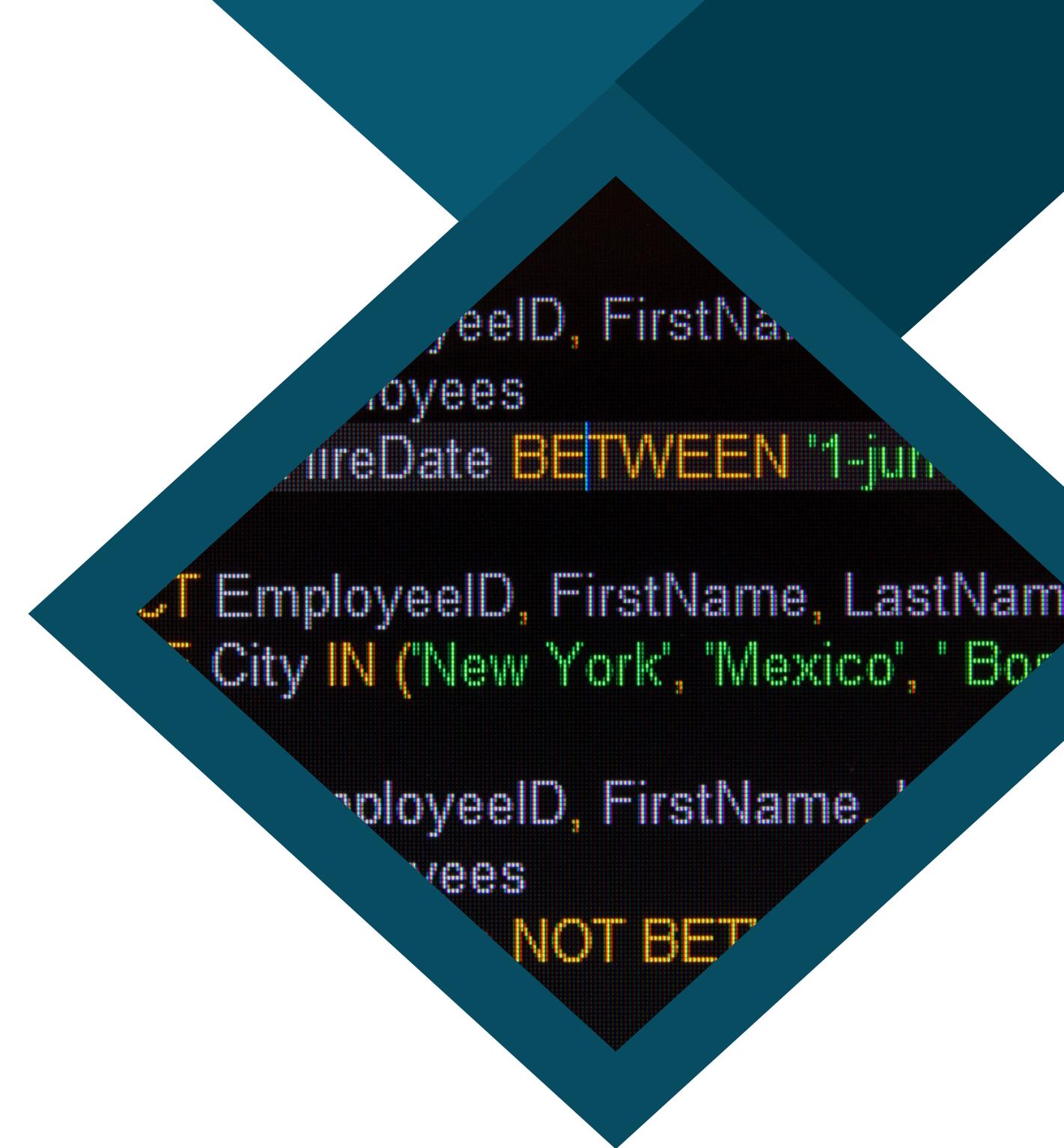
Module 1: Excel for Data Analytics



- MS Office Interface, Rows & Columns, Keyboard Shortcuts
- Cell Referencing (Absolute, Relative, Mixed)
- Arithmetic & Logical Functions (SUM, IF, COUNTIFS, etc.)
- Lookup Functions: VLOOKUP, HLOOKUP, INDEX-MATCH, OFFSET
- Advanced Excel Functions, Data Validation, Date & Text Functions
- Data Cleaning, Sorting, Filtering, Removing Duplicates
- Conditional Formatting & Charts (Bar, Line, Pie, etc.)
- Pivot Tables & Charts, Slicers, Calculated Fields
- Dashboard Creation: Formatting, Layout, Interactivity
- Power Query & Power Pivot
- Macros and Introduction to VBA

Module 2: SQL with MySQL

- Introduction to RDBMS & Normalization
- SQL Commands: DDL, DML, DQL, DCL, TCL
- Data Types and Operators
- SELECT Queries, WHERE, IN, BETWEEN, IS NULL, ORDER BY
- CASE WHEN, COALESCE, Handling NULLs
- Aggregates: COUNT, SUM, AVG, MIN, MAX
- Constraints: NOT NULL, PRIMARY KEY, FOREIGN KEY
- Joins: Inner, Left, Right, Cross, Self, Full Outer
- Subqueries, Views, Indexes, Stored Procedures
- Functions: RANK, DENSE_RANK, ROW_NUMBER, etc.
- Exception Handling, Triggers





Module 3: Tableau

- Introduction to Tableau & Data Visualization
- Data Sources, Dimensions vs Measures
- Basic Charts: Bar, Line, Pie, Map, Highlight Table
- Filters, Parameters, Groups, Bins, Hierarchies, Sets
- Calculations: Basic, LOD, Table Calculations
- Joins, Data Blending, Relationships, Union
- Custom Charts: Donut, Lollipop, KPI Cards
- Dashboards: Layouts, Formatting, Actions, Public Sharing

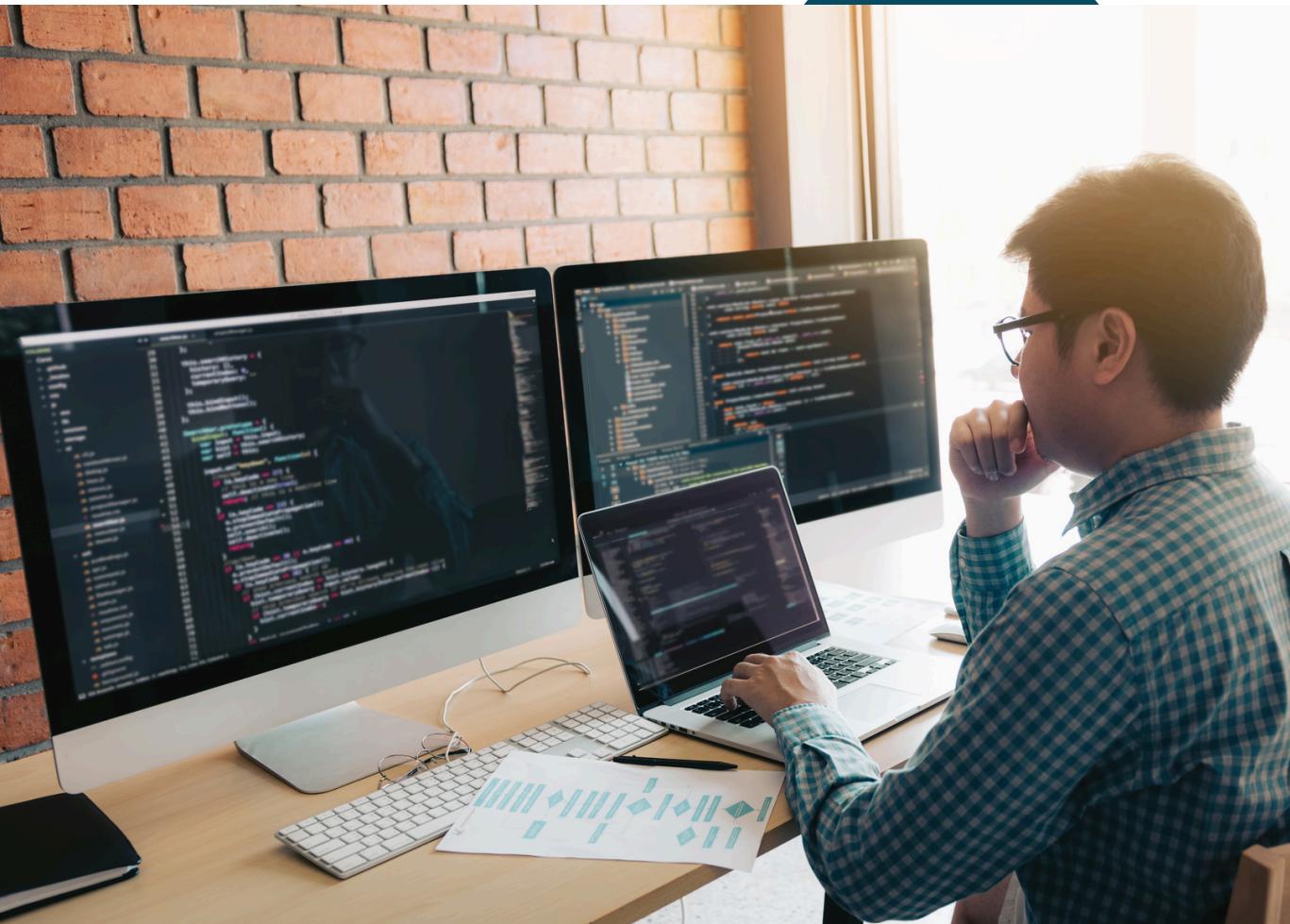
Module 4: Power BI

- Power BI Installation & Interface
- Loading Data from Multiple Sources
- Sample Dashboards & Animation Visuals
- AI Visuals: Smart Narrative, Q&A
- Visualizations: Column, Line, Map, Scatter
- Power Query Editor: Data Cleaning, Transformation
- Data Modeling: Relationships, Cardinality, Filters
- Filters, Tooltips, Drill Down, Bookmarks, Navigation
- DAX: Measures, Calculated Columns, Time Intelligence
- Custom Visuals & Power BI Online Services

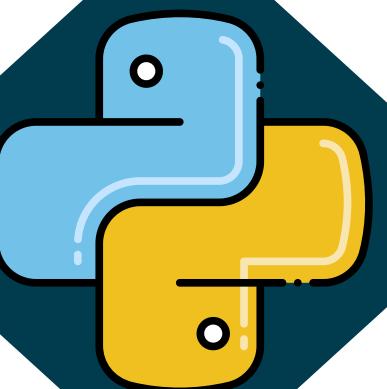


Power BI

Module 5: Python for Data Analytics



- Anaconda Setup, Python Basics, Data Types & Operators
- Lists, Tuples, Dictionaries, Sets
- Conditionals, Loops, Functions, Lambda
- Regular Expressions
- Libraries: Pandas, NumPy, Matplotlib, Seaborn
- Data Analysis & Visualization



Module 6: R Programming



- R Studio Setup, Data Types in R
- Decision Making, Loops, Functions
- Built-in Functions, Joins, Data Merging
- Data Analysis using dplyr
- Data Visualization using ggplot2



Module 7: Business Statistics

- Descriptive Stats: Central Tendency, Dispersion, Graphs
- Probability, Normal Distribution
- Inferential Stats: Sampling, Hypothesis Testing, ANOVA
- Data Cleaning, Outlier Handling, Correlation



Module 8: ChatGPT for Productivity

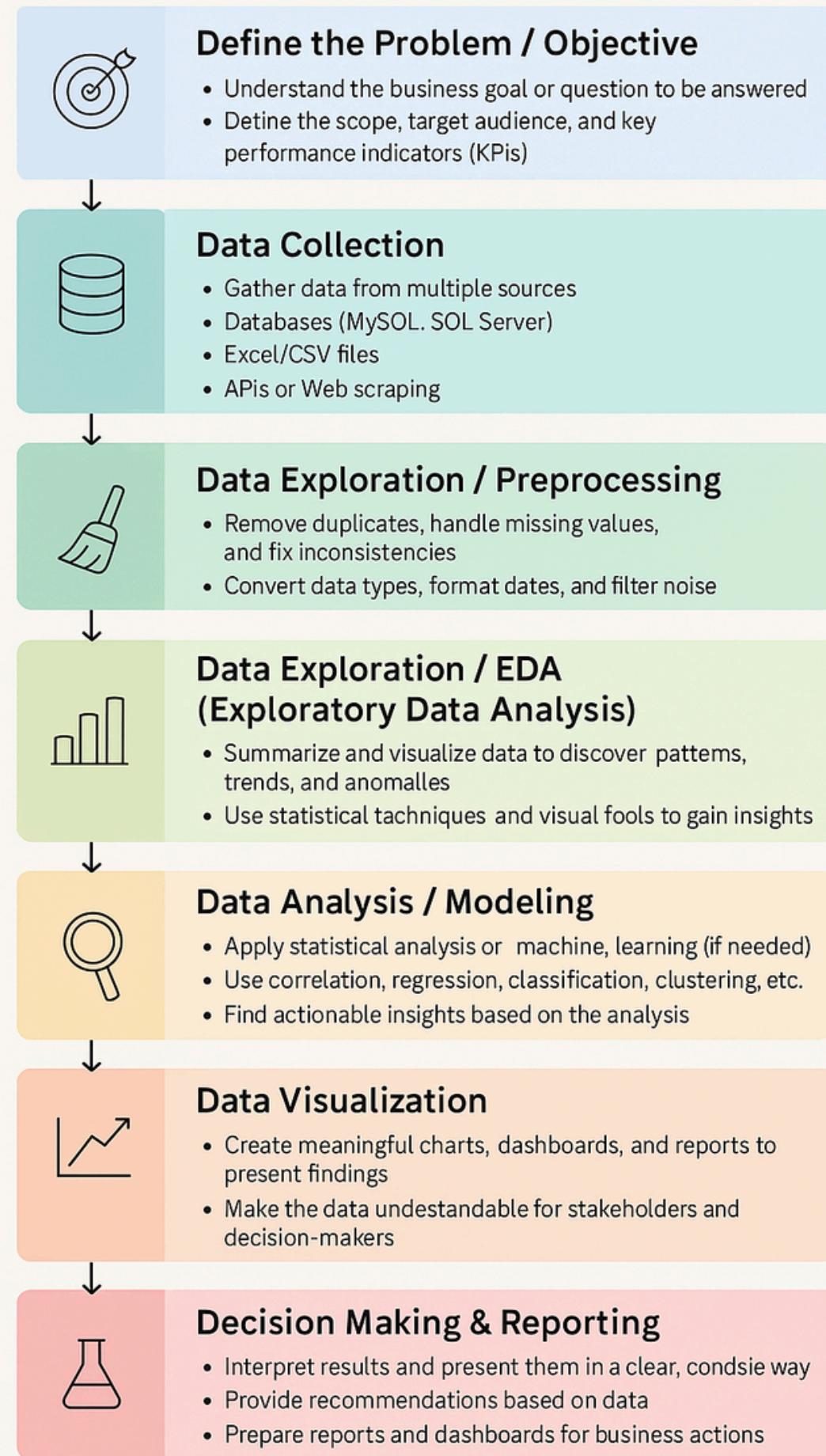
- Introduction to ChatGPT & AI
- Applications, Ethics, Industry Use Cases
- Prompt Engineering: Types & Techniques
- Real-life Usage: Email Drafting, Resume Building, Research



• Data Analytics Process / Lifecycle



Steps in Data Analytics



Value Added Courses

English Speaking Course

- Fluency, Confidence, Public Speaking

Resume Building

- Crafting ATS-friendly resumes tailored to your profile

Interview Preparation

- Mock interviews, HR & Technical rounds, Feedback sessions



Why Choose This Program

- 6 Months Online Training with Live Classes
- Placement with Campus Interviews
- Mock Interviews & HR Interview Training
- Learn from IIT Alumni & Industry Experts
- Hands-on Learning with Real-World Projects
- 100% Placement Assistance with Interview Prep
- Doubt Support & Weekly Assessment
- Industry-Relevant Tools: Python, SQL, Tableau, Power BI
- Globally Accepted Course Completion Certificate
- English Communication & Public Speaking Included
- Resume Building, LinkedIn Review & Freelance Guidance
- Weekly Doubt Sessions, Quizzes & Mock Interviews





Code2Career

Thank You



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