Unlock the Power of Data: Your Path to Becoming a Business Analyst

This program equips you with essential skills in data cleaning, querying, analysis, and visualization using industry-standard tools, enabling you to extract actionable business insights and present data effectively.

Program at a Glance: 2 Months Online, 1 Month Offline

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Foundational & Core Concepts

Months 1 & 2 (Online): Build strong theoretical understanding and hands-on proficiency in data manipulation and visualization fundamentals.

2

Industry Immersion & Project

Month 3 (Offline): Apply all learned skills to a comprehensive Power BI dashboard project, simulating real-world business analytics.

This blended learning approach ensures both theoretical mastery and practical application, culminating in a robust portfolio piece.

Month 1: Data Preparation & Querying

Mastering Excel & SQL for Foundational Data Skills

Week 1–2: Excel Deep Dive

Gain proficiency in Excel for data cleaning, basic formulas, data validation, and creating impactful Pivot Tables and simple dashboards. Learn to organize and present data effectively.

Week 3–4: SQL for Business

Explore relational databases and master SQL for data retrieval, aggregation, and complex business queries using joins and subqueries. Learn to extract precise data for analysis.
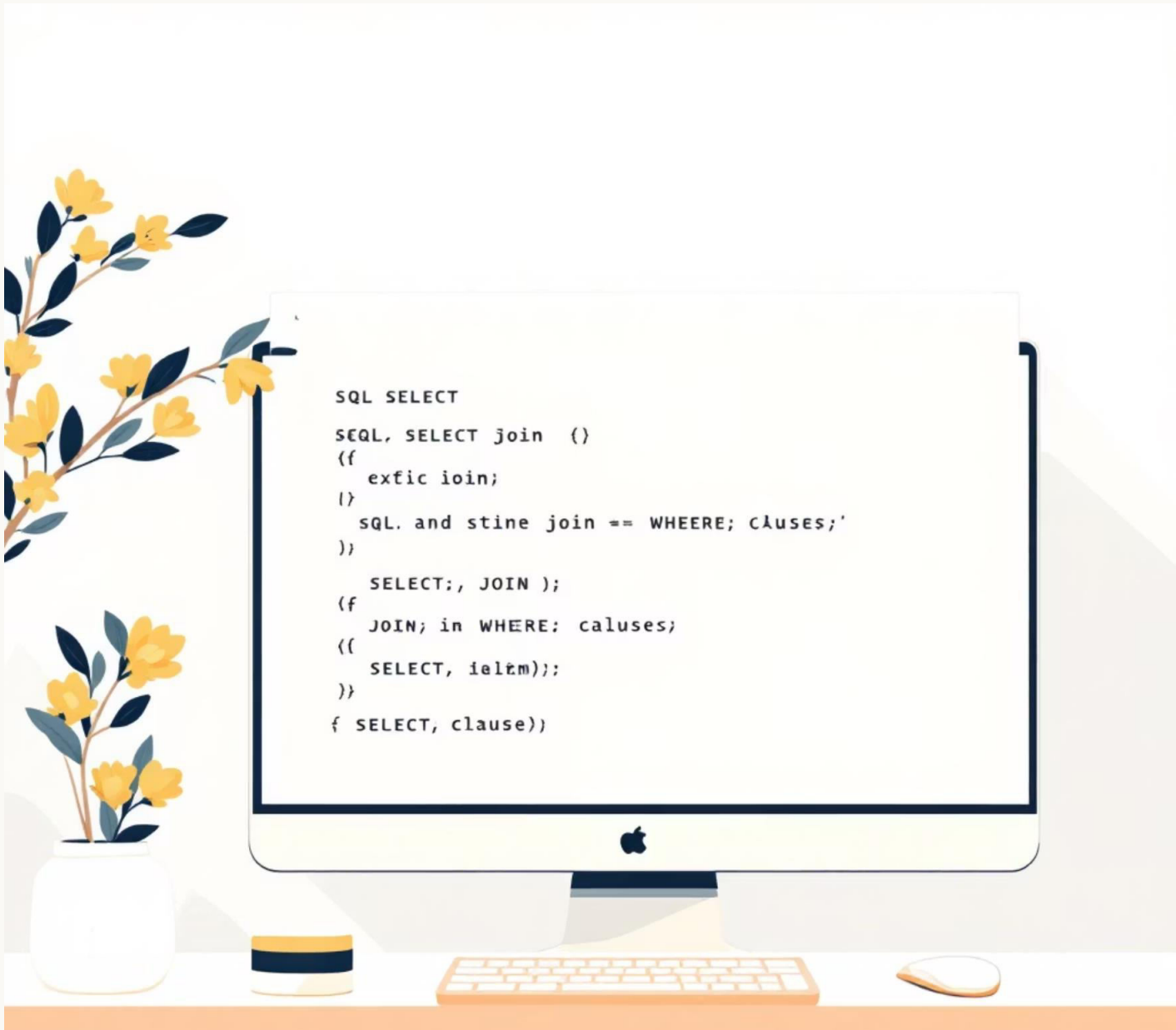
Month 2: Data Visualization & Reporting

Transforming Data into Compelling Visual Stories

Week 5–6: Power BI Mastery

Dive into Power BI to connect data sources, transform raw data, build robust data models, and create interactive dashboards. Master DAX functions for advanced calculations.

Week 7–8: Tableau for Impact

Learn Tableau for visual storytelling, creating diverse chart types, and designing impactful dashboards. Understand how to define and visualize Key Performance Indicators (KPIs).

By the end of this month, you'll be adept at translating complex data into clear, actionable visual insights.

Phase 2: Industry Immersion – Month 3 (Offline)

Capstone Mini Project: Real-World Application

This intensive offline phase provides direct mentorship and hands-on application of all learned skills. You'll simulate a real-world business analytics task, culminating in a comprehensive Power BI dashboard project.

Week 9: Project Kick-off & Data Modeling

Data Acquisition & Transformation

- Connect Power BI to a relational SQL database for sales and customer data.

- Write advanced SQL queries for necessary data extraction.

- Use Power Query to clean, transform, and merge data from various tables, ensuring data quality.

Data Modeling in Power BI

- Establish correct relationships between tables in Power BI's data model.

- Create a dedicated date table for time intelligence.

- Receive mentor review of SQL queries and the Power BI data model.

This week focuses on laying the crucial groundwork: preparing your data and building a robust data model.

Week 10: Dashboard Development – Sales Performance

Visualizing Key Sales Metrics for Actionable Insights

This week focuses on building the core sales performance section of your Power BI dashboard.

Define Key Sales Metrics

Identify critical KPIs like Total Sales, Sales Growth (MoM/YoY), Average Order Value, Sales by Product Category, and Sales by Region.

Develop DAX Measures

Write advanced DAX measures to calculate these KPIs, including time intelligence for comparative analysis.

Design Dashboard Layout & Visualizations

Choose appropriate Power BI visualizations (line charts for trends, bar charts for comparisons) and design an intuitive layout.

Week 11: Customer Segmentation & Interactivity

Uncovering Customer Insights and Enhancing Dashboard Usability

This week extends your dashboard's capabilities by integrating customer segmentation and adding crucial interactive features.

- **Define Customer Segmentation Logic**: Develop criteria for segmenting customers (e.g., RFM values or custom attributes).

- **Implement DAX for Segmentation**: Use DAX calculated columns or measures to apply your segmentation logic.

- **Visualize Customer Segments**: Represent segments using appropriate charts (bar charts, treemaps, scatter plots).

- **Enhance Interactivity**: Add slicers, drill-through pages, and other elements for dynamic data exploration.

- **Refine & Optimize**: Ensure dashboard performance, consistent branding, and clear labeling for a professional finish.

You'll create a powerful tool that allows users to explore sales data by various customer segments.

Week 12: Project Showcase & Career Launchpad

Present Your Work and Prepare for Your Career

Final Project Presentation

- Present your completed Power BI dashboard.
- Discuss problem statement, data sources, DAX measures, and key insights.
- Outline actionable business recommendations from your analysis.

Career Development Workshops

- Resume & Portfolio Building tailored for Business Analysts.
- LinkedIn Optimization & Networking Strategies.
- Mock Technical & Behavioral Interviews.

This week culminates in showcasing your end-to-end capabilities and connecting you with industry professionals for career opportunities.

Made with GAMMA

Your Future as a Business Analyst Starts Here

"Data is the new oil. And like oil, it needs to be refined to be valuable."

This program will equip you with the essential skills to refine raw data into valuable insights, driving business growth and strategic decision-making. Are you ready to transform your career?