



Certificate

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Data Analytics

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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

1 Individual final project on Tech Skills:

Project planning 1 hour

Project development 16 hours

Final test

Career Skills

3 classes

6 hours

Total hours: 348

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Unit 1.

Basic statistics, analysis, and data visualization in Google Sheets

Introduction to data analytics and the basics of analysis

Data variability analysis and advanced data visualization and analysis features in Google Sheets

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: improving your skills

Amplitude and tracking plan

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

Bonus (optional):

Power BI

Introduction to Machine Learning

AI for Data Analytics

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