**Data Analytics - Data Analytics Professional Certificate**

**TomoWork Talent Accelerator Programme (TAP)**

**Introduction**

Welcome to the Data Analytics Track! In the upcoming skills-based economy, industry recognised certifications play a pivotal role in representing the skills you have. In our TAP, all participants aim to complete at least two learning. Below are the five learning tracks in TAP:

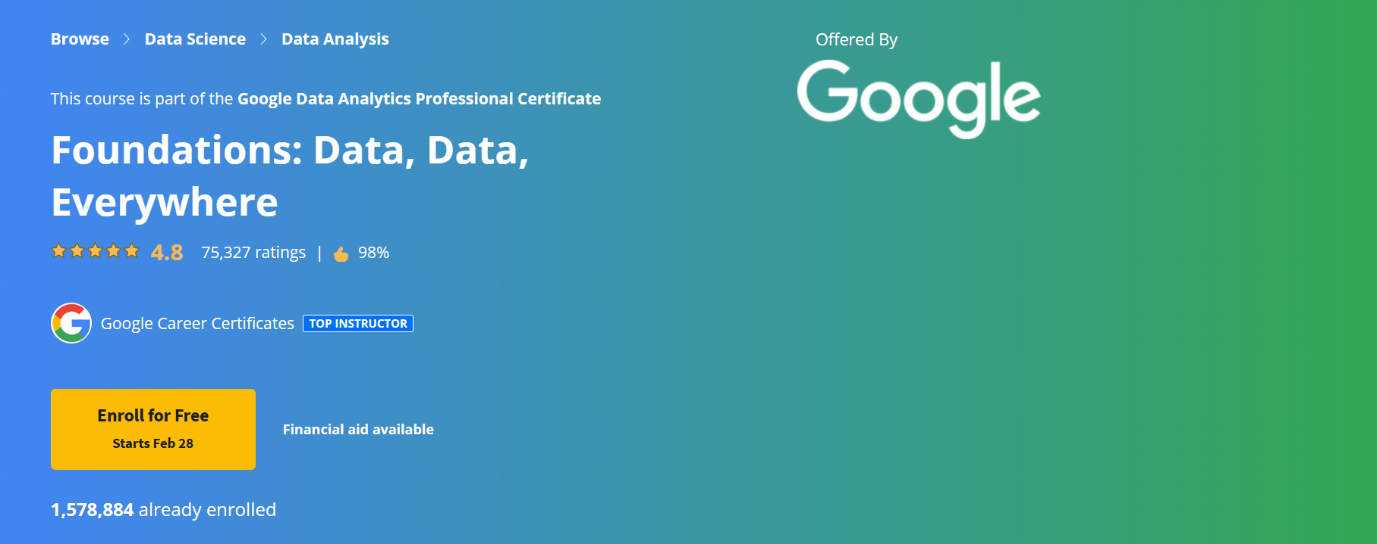
1. Financial Markets
2. Sustainability
3. **Data Analytics**
4. Digital Marketing
5. UI/UX Design
   1. UIUX Design (Option 1)
   2. Accessibility Design (Option 2)

**What is Data Analytics?**

Data Analytics is the process of examining raw data sets to find trends and draw conclusions, make predictions and drive informed decision making based on the given information. It mainly refers to an array of applications, ranging from basic business intelligence to advanced analytics.

**Why Data Analytics?**

Many businesses today revolve around consumer satisfaction and efficiency, which data analytics is key to improving. According to LinkedIn, the global data analytics market is at a booming 30.7% growth rate[[1]](#footnote-2), securing its position as one of the fastest growing industries in Southeast Asia[[2]](#footnote-3). To gain this important skillset, we have selected the *Foundations: Data, Data, Everywhere* Course. This course is part of the Google Data Analytics Professional Certificate.



You need to achieve this certificate during TAP in addition to another certificate from one of the other 5 learning tracks.

**Why this course?**

Google has been building products, platforms, and services that help people and businesses grow over the past 20 years. The course is taught by google trainers and can be completed within 22 hours. It is 100% online and more than 5,700,000 learners have already enrolled and benefitted from these courses.

**How do I earn a certificate of completion?**

A downloadable certificate will be offered upon completion of all requirements.

**What about the Fees?**

Google’s course on Coursera costs $49 USD/month. You will need to pay first when starting the course. Once you obtain the certificate upon completion, TomoWork will fully reimburse the amount you paid.

For any questions regarding your learning track, please ask your TAP Programme Director. Good luck on your learning Journey!

**TAP Co-Programme Directors**

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1. Kolhe, Harsh. “At a Booming 30.7% Growth Rate: Data Analytics Market Generating Revenue of $346.24 Billion by 2030.” LinkedIn. Sep 22, 2022. <https://www.linkedin.com/pulse/booming-307-growth-rate-data-analytics-market-generating-harsh-k-/>. Accessed Feb 28, 2023. [↑](#footnote-ref-2)
2. Gilchrist, Karen. “These Are the Fastest Growing Jobs in Southeast Asia, According to Linkedin.” CNBC. Feb 8, 2021. <https://www.cnbc.com/2021/01/19/job-opportunities-fast-growing-industries-in-southeast-asia-linkedin.html>. Accessed Feb 28, 2023. [↑](#footnote-ref-3)