

Ignite the Flame of Education

Data Analytics & Visualization

Engage in Data Analytics Mastery

Duration: 3 Months | Mode: Online | Level: Beginner to Advanced
Powered by [CodeEmy!](#)

 [REGISTER NOW](#)



Scope of Data Analytics

-  **7-10 million**
jobs by 2025
-  **\$205 billion**
industry in India by 2025
-  **39,000+**
data analytics openings
-  **80% CFOs**
are set to spend more on
Data Analytics

Here is all the **Career Fields** you can excel at

Data Analyst

**Business Intelligence
Analyst**

Marketing Analyst

Financial Analyst

Product Analyst

**Data Visualization
Specialist**

Statistician

Big Data

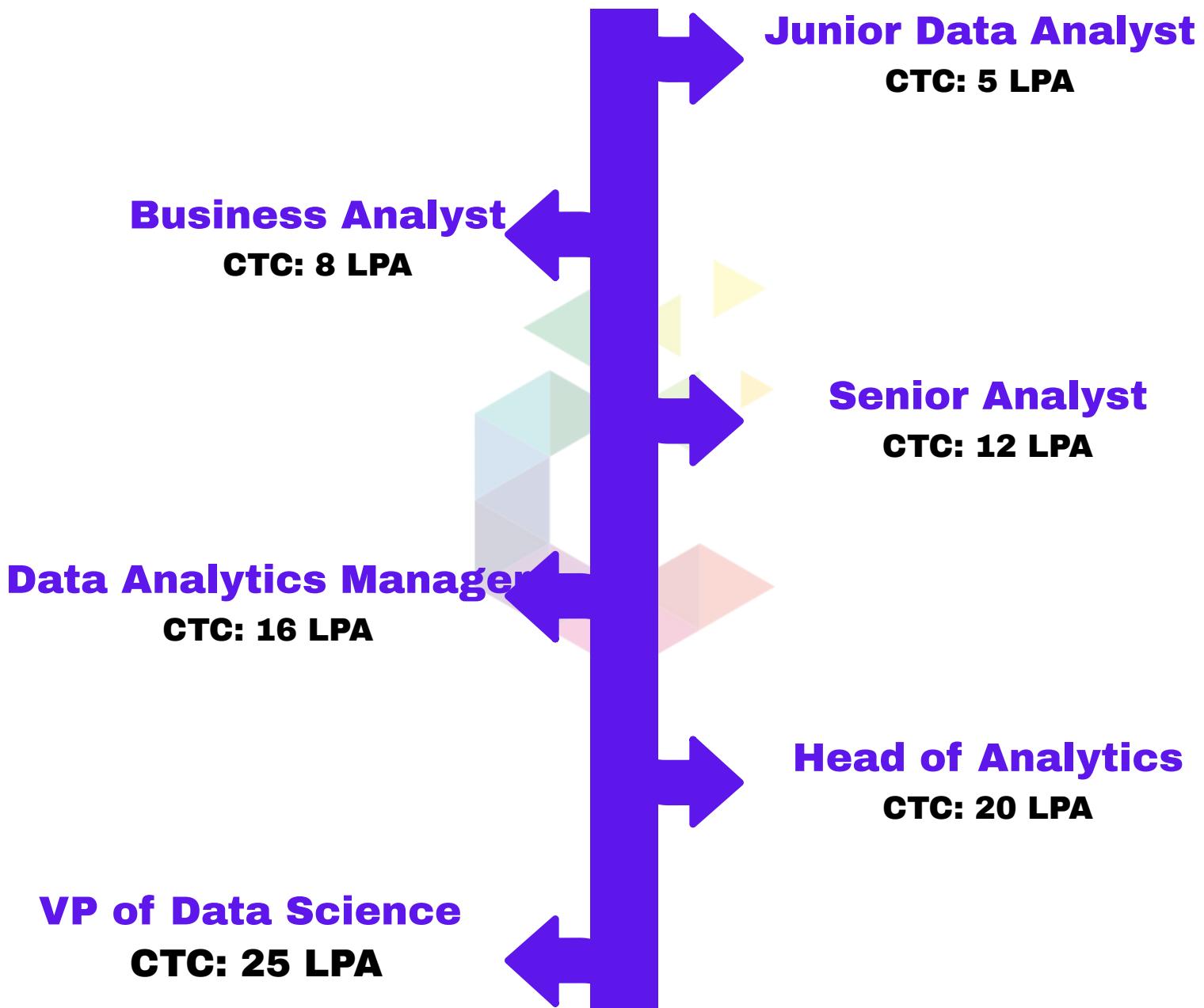
Data Engineer

AI Researcher

CAREERS



Here is how your **Career Trajectory** will look like



Why **CodeEmy** is Unique ?

Category	CodeEmy	UpGrad	SimpliLearn	Edureka	IIDE
Live Classes	✓	✓	✓	✓	✓
Placement Assistance	✓	✓	✗	✗	✓
Interview Training	✓	✓	✗	✗	✓
LinkedIn Profile & Resume Building	✓	✗	✗	✗	✗
Earn While your Learn	✓	✗	✗	✗	✗
Freelancing	✓	✗	✗	✗	✗
Campus Leader board across the college	✓	✓	✓	✗	✗
Lifetime Access to content	✓	✗	✗	✓	✓
Offline Project Fest (Every 3 Month once)	✓	✗	✗	✗	✗
Course Duration	3 - 4 Months	7-11 Months	5 Months	5 Weeks	4-5 Months
Price	₹15,000	₹ 1,05,000	₹ 1,00,000	₹ 20,000	₹ 72,000

△ **Disclaimer:**

The names of other companies mentioned here are used solely for comparison purposes to highlight the unique features of our offerings. We do not intend to misuse, defame, or misrepresent any organization in any way. There is no affiliation or endorsement implied. Our intent is purely informational and respectful.

UNIQUENESS

Week 1

- What is Data Analytics? Scope & Applications
- Types of Analytics (Descriptive, Diagnostic, Predictive)
- Excel Basics: Formulas, Functions, Charts
- **Project:** Create a Sales Dashboard in Excel

Week 2

- Pivot Tables & Pivot Charts
- Data Cleaning & Preprocessing in Excel
- Conditional Formatting & Lookups (VLOOKUP, HLOOKUP)
- **Project:** Analyze Customer Data using Excel

Week 3

- Basics of SQL (SELECT, WHERE, ORDER BY)
- Joins, Group By, Aggregate Functions
- Writing Complex Queries for Data Extraction
- **Project:** Query a Database to Generate Business Insights

Week 4

- Introduction to Power BI & Tableau
- Connecting Data Sources
- Creating Interactive Dashboards
- Data Storytelling Techniques
- **Project:** Build a Power BI Dashboard for Sales Performance



Week 5

- Python Basics (Variables, Loops, Functions)
- Using Pandas & NumPy for Data Manipulation
- Data Cleaning & Transformation in Python
- **Project:** Analyze E-commerce Data with Python

Week 6

- Matplotlib & Seaborn for Charts
- Visualizing Trends & Patterns
- Correlation Heatmaps & Histograms
- **Project:** Visualize Marketing Campaign Data

Week 7

- Descriptive Statistics (Mean, Median, Variance)
- Hypothesis Testing & Correlation Analysis
- Generating Actionable Insights for Business
- **Project:** Analyze Customer Churn and Provide Recommendations

Week 8

Major Project Ideas:

- Sales & Revenue Analysis for a Retail Brand
- Customer Churn Analysis for a Telecom Company
- Marketing Campaign Performance Analysis
- Resume Building & Portfolio Setup
- Interview Questions & Career Guidance



/// Hands - On Projects

Mini Projects (Beginner to Intermediate Level)

1. Sales Dashboard in Excel

- **Skills Used:** Excel (Pivot Tables, Charts, Conditional Formatting)
- **Goal:** Create a sales performance dashboard with filters and KPIs.

2. SQL-Based Business Insights

- **Skills Used:** SQL (Joins, Aggregations, Grouping)
- **Goal:** Write SQL queries to extract insights like top-selling products, revenue by region, and customer trends.

3. Power BI Visualization

- **Skills Used:** Power BI, Data Cleaning, Visualization
- **Goal:** Build an interactive dashboard showing company sales and customer segmentation.

Major Projects (Advanced Level)

1. E-Commerce Sales Analysis

- **Skills Used:** Excel, SQL, Python (Pandas), Power BI
- **Goal:** Analyze sales, customer behavior, and product trends to increase revenue.

2. Customer Churn Prediction

- **Skills Used:** Python (Pandas, NumPy, Scikit-Learn), Data Visualization
- **Goal:** Analyze customer data and predict churn risk using historical patterns.

3. Marketing Campaign Performance Analysis

- **Skills Used:** Python, Google Data Studio / Power BI, Visualization Tools
- **Goal:** Evaluate a company's ad campaign performance (CTR, conversions, ROI) and suggest improvements.



Tools

You will learn



Showcase

your learning journey

Certificate of Completion from CODEEMY



Certificate of Internship from CODEEMY



Approved by:



अखिल भारतीय तकनीकी शिक्षा परिषद्
All India Council for Technical Education



Contact Us

ANAPTY CODEEMY TECHNOLOGIES PRIVATE LIMITED,

D.NO: 56, L M S STREET, P. N. PALAYAM,
Coimbatore South, Coimbatore, Tamil Nadu - 641037.

