DATA ANALYST

Digital Lync
ACADEMY
INNOVATION - EDUCATION - INCUBATION

www.digital-lync.com

DATA ANALYST

Foundations of BI – Module 1

- BIDM cycle
- Decision types
  - Strategic
  - operational

Module 2 – Scenarios & Functionality Building

- Introduction to database
- Concepts of database
- Retail domain knowledge
- Scenarios of building the functionality:
- Data Understanding
- Data Formatting
- Data Blending
- Data Analysis
- Test Scenarios

Module-3 – ETL

- Import data from Excel
- Excel:
- Conditional Formatting
- Slicers and Pivot tables
- Filters and Lookup
- Dynamic Chart functionalities

Module - 4 – Data Visualization

- Importance of Data Visualization
- Data blending, Extract and context Filters
- Development of dashboards using visualization functionalities
- Create Tableau dashboards and stories to effectively communicate data

Module 5

Advanced Excel

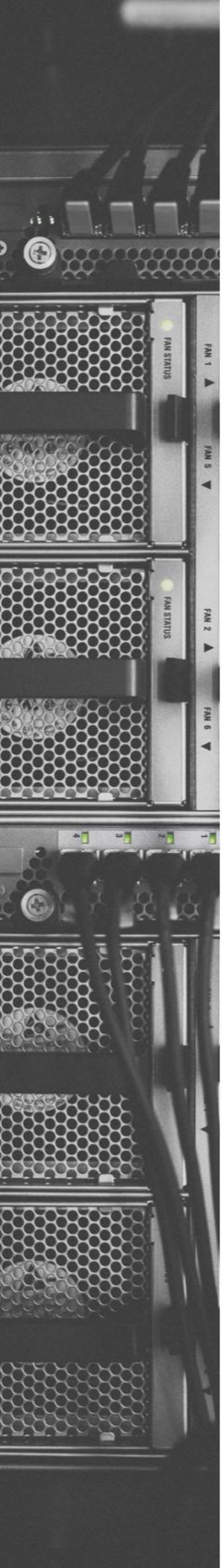
Module --6

Predicting Customer Sales------ Project 1

A customer purchases a product from a store and would like to purchase the same product or different product from multiple stores of the same brand. If the company owner want to analyze the data of the total cost per product in each individual month and year based on below scenarios:
Product name and its brand
Location of purchase
Year and Month of Purchase w.r.t quantity
One has to submit this project in your first 7 days, and by the end , be able to:
➔ Understand the Data
➔ Visualize the Data
➔ Make a recommendation
Supporting Lesson Content: Creating an Analytical Dataset
Lesson Title Learning Outcomes
UNDERSTANDING DATA
➔ Understand the most common data types
➔ Understand the various sources of data
DATA ISSUES
➔ Identify common types of dirty data
➔ Make adjustments to dirty data to prepare a dataset
DATA FORMATTING
➔ Summarize, transpose, and reformat data to prepare a dataset for analysis
DATA BLENDING
➔ Join and union data from different sources and formats

Create Reports from a Database------- project 2

Management requires some high level metrics about their organization. You will write SQL queries to extract and analyze data from a transactions database and prepare a set of visualizations.
Supporting Lesson Content: Creating an Analytical Dataset
Lesson Title Learning Outcomes



RELATIONAL DATABASES
➔ Understand how data is structured in SQL
DATA UNDERSTANDING
➔ Build the functionality to understand the Business
➔ Identify different schema's and it's usage
SQL FOR DATA ANALYSIS
➔ Create tables and import data from spreadsheets
➔ Run queries to summarize data
➔ Use joins to combine information across tables
➔ Develop the required TSQL functionalities such as Views or Stored Procedures.

Build Tableau Dashboards-- Project 3

A stake holder wants to better understand retails business sales by each product before releasing to production/ end users. You will explore a dataset and build Tableau dashboards to answer a set of questions and tell a story with data.
Supporting Lesson Content: Data Visualization in Tableau
Lesson Title Learning Outcomes

DATA VISUALIZATION
➔ Understand the importance of data visualization
FUNDAMENTALS
➔ Know how different data types are encoded in visualizations
DESIGN PRINCIPLES
➔ Select the most effective chart or graph based on the data being displayed
➔ Use color, shape, size, and other elements effectively

CREATING VISUALIZATIONS WITH TABLEAU -- Project 4

➔ Become proficient in basic Tableau functionality, including charts, filters, hierarchies, etc.
➔ Create calculated fields in Tableau
TELLING STORIES WITH
➔ Create Tableau dashboards and stories to effectively TABLEAU communicate data

"WHERE INNOVATION MEETS TECHNOLOGY"

Digital Lync

ACADEMY

INNOVATION - EDUCATION - INCUBATION

www. digital-l ync.com

+91 7093861616
+91 4065555777

info@digital-lync.com
support@digital-lync.com

digitall ync Pvt Ltd, 1st Floor, Plo t No: 6-11, above Andhra Bank,
Naga Hills Rd, Kha jaguda, Gachi bowli, H yderabad,
Telang ana - 50 000 8