



GreyCampus

Data Analyst Bootcamp

Translating Data into
Actionable Business Insights



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INTRODUCTION

What is Data Analytics?

Data analytics involves examining raw data to uncover meaningful insights, patterns, and trends that help businesses make informed decisions. By transforming data into actionable intelligence, data analytics plays a crucial role in strategy development, performance optimization, and innovation.

Why Choose a Career in Data Analytics?

\$200B

70%

28%

65%

 The global data analytics market is expected to surpass \$200 billion by 2028, growing at a steady CAGR of over 27%, driven by enterprise investments in AI, automation, and data strategy.

Demand for skilled data professionals is rising by 28% year-on-year, while the supply of qualified talent remains critically low – creating unprecedented career opportunities for certified analysts.

Organizations across every industry now rely on analytics for decision-making, with over 70% of strategic business choices backed by data insights rather than intuition.

Data literacy is now considered a core business skill, with over 65% of employers listing “data interpretation” as a required competency across non-technical roles.

In every sector – from finance to retail – data analytics defines how businesses think, act, and grow. This program prepares you to not just analyze data but communicate insights that influence real decisions.

GreyCampus Edutech

Established in 2014, is a global upskilling platform that builds productive talent for the industry through customised, structured and rigorous training solutions. We focus on effectively mobilizing skills, resources, and knowledge to produce skilled workforce who can stand out in the hyper-competitive tech sector.

Bootcamp Highlights

Why Choose the Data Analyst Bootcamp at GreyCampus?

- **Live Instructor-Led Classes**

Learn from industry experts through real-time interactive sessions that ensure personalized guidance and clarity in concepts.

- **Hands-On Projects**

Gain practical experience by working on real-world data sets and solving business challenges, building a portfolio that employers value.

- **Industry-Aligned Curriculum**

Stay ahead of the curve with a curriculum that's updated monthly to reflect the latest trends and skills demanded by employers.

- **Capstone Project**

Apply your knowledge to a comprehensive project, solving real-world problems like customer segmentation or sales forecasting, which showcases your expertise.

- **Career Services**

GreyCampus offers comprehensive career support, including access to 600+ hiring partners, mock interviews, resume-building workshops, and personalized career guidance. With a dedicated job portal, you'll connect with top companies like Capgemini and Wipro to advance your career.



An Opportunity to Learn from the Industry Leaders

Data Analyst Bootcamp

Detailed Curriculum

STATISTICS

SQL

- Data and Data Types
- Stats with Google sheets
- Data Visualization with Charts
- Distributions and Correlation

- Databases and SQL
- Functions and Data Types
- Joins and Aggregations
- Working with Subqueries
- Queries with CTEs
- Advanced SQL with Window Functions

POWER BI

CAPSTONE PROJECT

- Introduction to Business Intelligence & Power BI
- Power BI Workflow and Key Components
- Power BI and Data Source Integration
- Data Preparation with Power Query
- Transform Table Tools
- Data Modelling
- Introduction to DAX
- Advanced DAX for Deeper Insights
- Building Powerful Visualizations in Power BI
- Exploring Power BI Service

- Google Sheets, Statistics, EDA with Power BI, and SQL



Data Analyst Bootcamp

Detailed Curriculum

EDA IN PYTHON

- Numerical Computing with NumPy
- Data Analysis with Pandas
- Exploratory Data Analysis (EDA) using Python

PYTHON

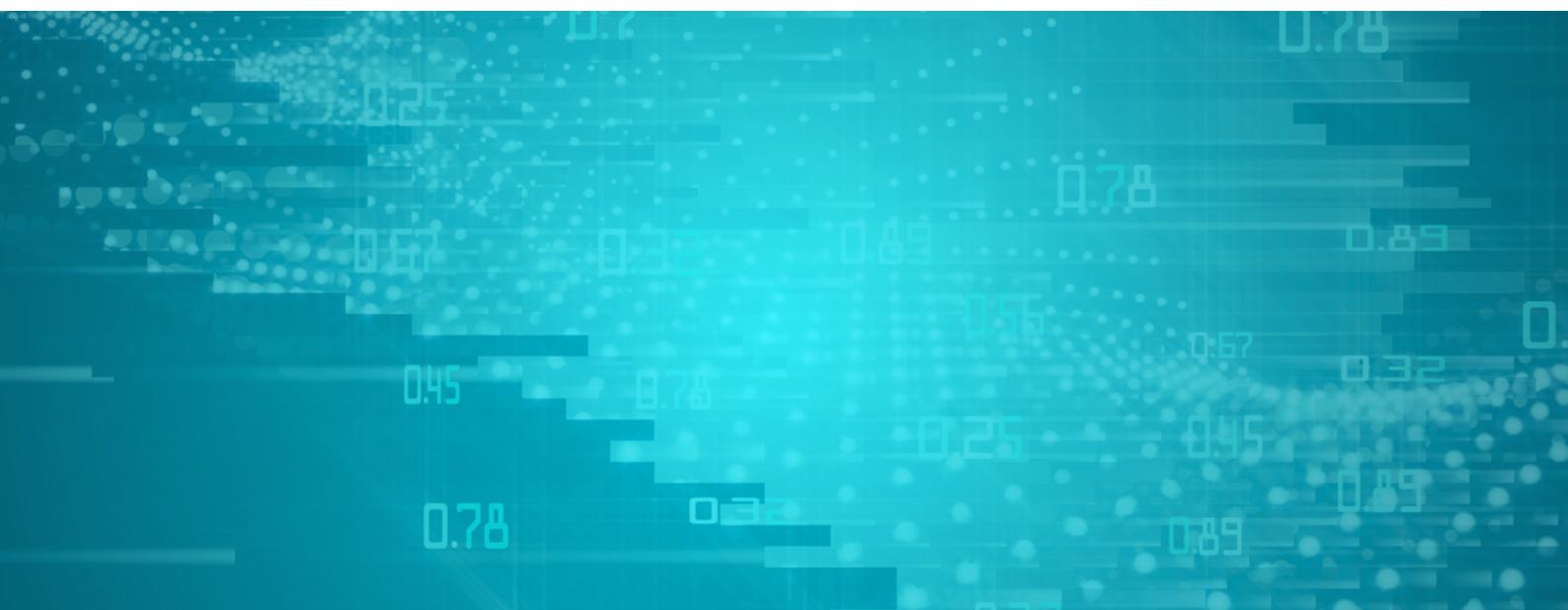
- Getting Started with Python Basics
- Control Flow with Conditions and Loops
- Python Collections

MACHINE LEARNING

- Introduction to Machine Learning
- Supervised Learning - Classification Models
- Regression Models
- Unsupervised Learning - Clustering
- Dimensionality Reduction

GENERATIVE AI

- GenAI Landscape
- Limits
- Prompt Engineering
- Intro to Customization
- Retrieval-Augmented Generation (RAG)
- Multimodal AI
- Ethics & Responsible AI
- Automating Workflows (n8n, Zapier)
-



Self-Learning Modules

Advanced Excel

Introduction to Excel
Data manipulation, cleaning, and formatting
Formulas and functions, Pivot tables and Charts
Data analysis using Excel

Deep Learning

NLP, Text Preprocessing, Bag of Words, TF-IDF, Word Embeddings (intro)
ANN – Basics, Neuron Model, Activation Functions, Neural Network Architecture (Input, Hidden, Output layers)
Forward Propagation, Backpropagation, CNN, Convolution Operation (filters & kernels)
Padding, Stride ,Pooling Layers (Max & Average), RNN, Recurrent Connections, STM, GRU

Azure

Basics of Cloud Computing and Azure
Introduction to Azure
SQL Database and Data Factory
Working with Azure Databricks for big data processing
Integration with Delta Lake and Azure Synapse Analytics

Tools



Power BI



Co-Pilot



Power BI DAX



MySQL



Python



NumPy



Pandas



Matplotlib



Seaborn



Scikit-learn



n8n



Plotly



Excel

Career Acceleration Skills

GreyCampus's Personality Development Sessions will unlock your full potential and carve out a rewarding career path. Elevate your skills, boost your confidence, and thrive in today's competitive professional landscape. Your journey to success begins here.

Communication Skills

Develop the ability to write concise analytical reports, summarize findings, and articulate recommendations with clarity and impact.

Effective communication transforms good analysis into great decisions.

Analytical Problem Solving

Adopt structured thinking frameworks to tackle business challenges.

Through design thinking and root-cause analysis exercises, you'll learn to approach problems like a consultant – analytical, logical, and creative.

Emotional Intelligence & Collaboration

Data professionals work across business, tech, and strategy teams. Strengthen your empathy, teamwork, and interpersonal awareness to communicate effectively across roles.

Time Management & Productivity Excellence

Master the ability to manage deadlines, multitask across projects, and maintain work-life balance. Learn to plan your analytical workflow for accuracy and speed.



10+ Projects



Movie Recommendation System

Build a recommendation engine using collaborative filtering and content-based filtering to suggest movies to users.



Fake News Detection

Classify news articles as fake or real using NLP techniques and logistic regression.



Sales Forecasting Dashboard

Create an interactive Power BI dashboard to forecast sales based on historical trends.



Resume Screening with NLP

Automate resume screening by extracting key skills and matching them with job descriptions.



We Work With 600+ Hiring Organizations



Enrollment Process

You can register through the website. In case you are facing any issues, you can get in touch with us at contact@greycampus.com



OdinSchool

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