

Business Analytics Nanodegree Syllabus



Contact Info

While going through the program, if you have questions about anything, you can reach us at bizanalytics-support@udacity.com. For help from Udacity Mentors and your peers visit the Udacity Classroom.

Nanodegree Program Info

This program is an excellent program for non-technical people who want to make more data driven decisions. You'll learn data analysis skills and tools that will help you throughout your career, whether you're in engineering, sales, marketing, operations, etc. You'll learn to use Excel, SQL, and Tableau to manipulate, analyze, and visualize data with the end goal of making better, data-informed decisions. This program is also great preparation for more advanced programs, such as the Data Analyst or Business Analyst Nanodegree programs. Depending on how quickly you work through the material, the amount of time required is variable. We have included an hourly estimation for each section of the program. The program is three months long (approx. 13 weeks). If you spend about 10 hours per week working through the program, you should finish each term within the 13 weeks. Students will have an additional four weeks beyond the end of the term to complete all projects.

Prerequisite Skills

A well-prepared learner is able to:

- This is an introductory program and has no prerequisites. In order to succeed, we recommend having experience using a computer and being able to download and install applications.
- Basic computer skills like managing files, navigating the Internet, and running programs will be useful.
- We'll teach you everything you need to know, but the difficulty level of the projects may vary based on your familiarity with some of the content that is covered.
- Successful completion of this program requires a commitment to stay on pace, complete projects, and finish the program within 3 months. See more details in the program FAQ.

Required Hardware

- Computer running OS X or Windows

Required Software

- Tableau Public 2019.3 or Latest
- DB Browser for SQLite 3.11.2 or Latest

Version: 4.0.0

Length of Program: 67 Days*

** This is a self-paced program and the length is an estimation of total hours the average student may take to complete all required coursework, including lecture and project time. Actual hours may vary.*

Part 1: Welcome to the Nanodegree program

Welcome to the program! In this part, you will get an orientation into using our classroom and services. You'll also get advice for making the best use of your time while enrolled in this program.

Project: Interpret a Data Visualization

In this project, you'll explore an interactive data dashboard to uncover insights, and write a short report explaining each insight.

Part 2: Introduction to Data

Learn the basic concepts of data analysis and descriptive statistics. Learn how to manipulate, analyze and visualize data in Excel and Google Sheets. Learn about business metrics across a wide range of business areas (marketing, sales, growth and finance). Finally, learn about forecasting sales and financial metrics.

Project: Analyze NYSE Data

In this project, you will use a data set containing financial performance data from companies listed in NYSE S&P to create an income statement and forecast financial metrics.

Part 3: SQL for Data Analysis

Learn how to write SQL to query a single table and query multiple tables. Learn how to ask a question that requires data from multiple places, join the data together, and answer the question.

Project: SQL Project

In this project, you will use a digital music store database to help the company see how they might optimize their business practices.

Part 4: Career Services

These Career Services will ensure you make meaningful connections with industry professionals to accelerate your career growth - whether looking for a job or opportunities to collaborate with your peers. Unlike your Nanodegree projects, you do not need to meet specifications on these Services to progress in your program. Submit these Career Services once, and get honest, personalized feedback and next steps from Udacity Career Coaches!

Project: Improve Your LinkedIn Profile

Find your next job or connect with industry peers on LinkedIn. Ensure your profile attracts relevant leads that will grow your professional network.

Supporting Lessons

Lesson	Summary
Industry Research	You're building your online presence. Now learn how to share your story, understand the tech landscape better, and meet industry professionals.

Project: Resume Review Career Service

Improve your resume by getting personalized feedback on how you communicate your qualifications for a job.

Part 5: Data Visualization

Learn how to select the most appropriate data visualization for an analysis. Learn how to evaluate the effectiveness of a data visualization and build interactive and engaging Tableau dashboards.

Project: Build Data Dashboards

In this project, you'll build interactive dashboards with Tableau and use them to discover and communicate insights from data.

Supporting Lessons

Lesson

Summary

Introduction to Data Visualization

In this lesson you learn to evaluate the quality of data visualizations and build high quality visualizations, starting with the fundamentals of data dashboards.

Design

In this lesson you learn to implement the best design practices, and to use the most appropriate chart for a particular situation.

Data Visualizations in Tableau

This lesson teaches you how build data visualizations in Tableau using data hierarchies, filters, groups, sets, and calculated fields, as well as create map-based data visualizations in Tableau.

Make Dashboards & Stories in Tableau

In this final lesson you learn how to build interactive Tableau dashboards and tell impactful stories using data.

Part 6: Congratulations and Next Steps

Congratulations on completing the BAND Nanodegree!



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