

تبارك الأكاديمية السعودية الرقمية لـ

منيره عبدالله محمد الزومان

Muniarh Abdualh Mohammad Alzuman

On successfully completing **Data Analysis**  
**Bootcamp** in a journey that lasted **12 weeks**  
From **4 February 2024** to **9 May 2024**

Issue date **9 May 2024**



202402030

Chief Executive Officer  
Le Wagon  
**Boris Paillard**

WISHING YOU A CONTINUOUS SUCCESS  
مع تمنياتنا بدوام التوفيق و النجاح



إتمام معسكر همة لتحليل البيانات بنجاح  
بعد رحلة استمرت لمدة **12 أسبوع**  
في الفترة من **23 رجب 1445** إلى **1 ذو القعدة 1445هـ**

تم إصدارها بتاريخ **1 ذو القعدة 1445 هـ**

الرئيس التنفيذي  
الأكاديمية السعودية الرقمية  
**عبدالله بن سعد الغامدي**



## WEEK 01

### Introduction

- Introduction to the bootcamps tools and methodology
- Understanding the concept of KPIs
- Introduction to Google Sheets
- Introduction to SQL
- Introduction to Python

## WEEK 02

### Data Sourcing

- The data ecosystem and the role of the data analyst
- Manipulating the data with google sheets
- Identify stages of data processing
- Apply data analysis techniques for product, sales, marketing, and finance analysis

## WEEK 03

### Data Sourcing

- Understand the principle of APIs with the Airbyte tool
- Learn the automation tools: Zapier & n8n
- Use of ELTs: Fivetran
- Using Google Tag Manager & Google Analytics 4

## WEEK 04

### Extracting and Transforming Data

- Use BigQuery, Google's data warehouse
- Master SQL queries for analysis
- Use APIs and implement webhooks
- Build an automated lead acquisition workflow for a growth team
- Track a new website event for a Marketing team

## WEEK 05

### Extracting and Transforming Data

- Segment the data into data layers with the DBT tool
- Query the database to fulfill business requests
- Clean data according to business rules
- Optimize query performance

## WEEK 06

### Business Intelligence and Data Visualization

- Develop dashboards using Google Looker Studio and Power BI
- Validate the recommendations by utilizing statistical methods
- Select appropriate graphics, provide contextual information
- Provide actionable insights and recommendations
- Interpret AB testing results to drive product development

## WEEK 07

### Python for Analysis and Prediction

- Explore the Jupyter Notebook format
- Collaborate and manage environments using Jupyterhub
- Utilize Python libraries such as Pandas & Numpy
- Create and manage environments with Git

## WEEK 08

### Python for Analysis and Prediction

- Utilize Python libraries such as sklearn and prophet to predict future outcomes
- Generate clusters from data to identify patterns and group similarity
- Determine the most influential variables in the data set
- Forecast future revenue and categorize customers

## WEEK 09

### Capstone Project

- Preform a full data analysis project on real date for different companies. The projects includes:
- Understanding the dataset
- Brainstorming for user story

## WEEK 10

### Capstone Project

- Processing a dataset with millions of rows and several tables using BigQuery and Python
- Creating automated dashboard
- Creating machine learning Model :

## WEEK 11

### Soft Skills (Career Coaching)

- Effective communication and team work
- Business communication and writing
- Presentation skills
- Emotional intelligence

## WEEK 12

### Soft Skills (Career Coaching)

- Self awareness
- Resume Skills
- LinkedIn
- Interview skills with mockups
- Active leadership for IT professionals
- Problem-solving skills
- Negotiation skills for job purposes