**DATA ANALYST DESCRIPTION**

1. **Strong problemSolving ability**: Candidate needs to exhibit structured thinking, strong Analytical Skills and Process Orientation
2. Strong process orientation and **ability to learn quickly Strong in Data analytics:** Must be **proficient in SQL and Python MS Power BI and MS Excel**
3. Need to own projects from conceptualization to execution To be able to understand and analyse data to drive business insights.

The Data Analyst role is a part of Data Science team at Bright. Data Analysts prepare and analyse data to help

1) Data Science in model building and evaluation

2) Product and Business is identifying problems and opportunities.

**As a Data Analyst, you will...**

* Build and maintain basic data artifacts (e.g., ETL, data models, queries) and reports that correctly answer business questions. Utilizes analytics and metrics visualization tools. Able to investigate data anomalies. Communicates effectively (e.g., proposals, findings, wikis).
* Provides solutions that inform team's business decisions.
* Identify trends in metrics. Able to segment metrics along suitable dimensions to reveal deeper dynamics.
* Dive deeply into technical and operational details of the business (e.g., key dependencies, business drivers/KPIs, develop actionable business insights, etc.) and contribute to constructive technical discussions.
* Improve dataset quality and automates manual processes.
* Be proficient in SQL. Know how to ingest process, persist, and analyze data. Basic understanding of distributed systems, data modelling, and scientific methods. Proficient in descriptive statistics and familiar with inferential statistics.

**PREFERRED QUALIFICATIONS**

* Understand how to use one or more industry analytics and metrics visualization tools (e.g. Excel, Tableau/QuickSight/MicroStrategy/PowerBI).
* Knowledgeable in a variety of methods for querying, processing, persisting, analyzing and presenting data.
* Good understanding of data lineage: including sources of data; how metrics are aggregated; and how the resulting business intelligence is consumed, interpreted and acted upon by the business.
* Strong knowledge of and experience with database querying (SQL).
* Knowledge of statistics and experience using statistical packages for analyzing datasets, especially Excel.
* Excellent problem-solving skills, self-motivated with the capacity to work under pressure and tight deadlines.
* Excellent written and oral communication/presentation skills.
* Aptitude and drive to learn new tools quickly.
* Intellectual curiosity for what drives the business.
* Background in content/media, marketing tech, and/or internet industries.
* Understanding of ecommerce analytics, marketing analytics, experimentation, membership/loyalty analytics and revenue management techniques.
* Practical experience with any of the following tools: Relational databases, big data, PowerBI, Python, jupyter, Programming (ETL frameworks) or any other analytics/data science tool.

Job Description: Data Analyst with Experience using Power BI

Overview:

We are seeking a skilled data analyst with experience in using Power BI to join our team. The ideal candidate will be **responsible for analyzing large sets of data, creating visualizations, and developing reports that will help guide business decisions**. The candidate will have **strong analytical skills** and experience in using Power BI to create insightful visualizations that help stakeholders understand complex data.

**Responsibilities:**

* Collect and analyse large sets of data to identify patterns, trends, and insights.
* Develop and maintain dashboards, reports, and visualizations in Power BI.
* Work closely with stakeholders to understand their data needs and deliver insights that drive business decisions.
* Build data models and perform data cleansing, validation, and transformation.
* Develop and maintain documentation on data sources, data models, and analytical processes.
* Collaborate with cross-functional teams to identify data-driven solutions to business problems
* Strong experience in using Power BI to develop reports and visualizations
* Experience with SQL and data modelling.
* Strong analytical and problem-solving skills
* Excellent communication and collaboration skills
* Ability to work independently and in a team environment
* SQL ---------------- 48 hours
* Power BI ---------------- 30 hours
* Python ---------------- 24 hours
* MS Excel ---------------- 18 hours 16h
* Big Data tools ------------- 15 hours
* Machine learning --------- 12 hours
* Statistics ---------------- 3 hours
* DSA ---------------- 1 hour/day
* AWS ---------------- 18 hours
* Ability to work independently and within a team framework.
* Willingness to navigate ambiguous tasks, find suitable solutions, and seek help/advice where appropriate.
* Analytical mindset and comfortable with working with data to deliver insights and support outstanding creative execution
* Enthusiasm and passion for new technologies, demonstrated through personal projects and interest in learning new skills.
* Effective communication and organizational skills, proactive, positive attitude, and excellent customer service capabilities.
* Excellent problem-solving capabilities.

**Why would like to join:**

I would like join this apprenticeship program since it is a great opportunity to gain practical work experience, to improve my technical skills and problem solving abilities in the field of data analytics under the guidance of experienced professionals in the Industry.

**Why we are good fit:**

Since I’m passionate to learn and explore any technologies and tools, Having good understanding over skill set as this program requires strong in technical skills like data analysis, capable of writing code and problem solving ability, Having the ability to collaborate with team and also capable of thinking out of the box in complex situations to solve the any type of problems.

**How will this helpful for your career:**

Gaining this practical experience of working with industry experts in the field of data analytics as an apprenticeship will ensures that I’m capable of solving any real world problems by allowing me to develop my technical skills through this program and using them in a such a manner to optimize solutions to the problems in short interval of time will definitely helps me to pursue my career in the field of data analytics will ensures that I’m capable of solving any real world problems by allowing me to develop my technical skills through this program and using them in a such a manner to optimize solutions to the problems in short interval of time will definitely helps me to pursue my career in the field of data analytics.

**Top Product based companies**

**Google**, Microsoft, Apple, **Amazon**, **Uber**, Coinbase, LinkedIn, Goldman Sachs, Flipkart, **Adobe**, Atlassian, D.E. Shaw, Media.net, **Intuit**, Walmart Labs, Salesforce, Cred, **Phone Pe**, Razor pay, Meesho, Hotstar, **Myntra**, Make My Trip, **Paytm**, Ola, Pay Pal, Samsung, Snapdeal, Morgan Stanley, **Expedia,** Zerodha, UpStox, Up Grad, Pay U, Coin switch, JP Morgan Chase, **Visa**, VMware, **Mastercard**, Innovaccer, **Tiger Analytics**, Capgemini, Deloitte.

Sp\_help tableName ------describes table schema.

SELECT count(\*) FROM information\_schema.columns WHERE table\_name ='world'; ------ finds the no.of columns in table.

Job Responsibilities:

Data Analyst: - SQL, PYTHON, POWERBI, SAS/SPSS, EXCEL, AWS

* + Works with business requirements to understand and collect data.
  + Use existing data to help make business decisions.
  + Create reports and dashboards for stakeholders.

Data Scientist: - MATHS, PYTHON, CLOUD, MACHINELEARNING

* + Data mining using APIs or building ETL pipelines.
  + Data cleaning using programming languages.
  + Creates automation techniques to simplify process

Business Analyst: - **SQL, EXCEL, WRITING SKILLS, COMMUNICATION SKILLS, PRESENTATION SKILLS.**

* + Works with the business and IT teams.
  + Use data to check if the requirements are feasible.
  + Outline the requirements to the teams both business and IT.
* Identify your transferrable skills:
  + Communication
  + Leadership
  + Problem solving
* Understand your math and stat background.
* Data management and manipulation.
* SQL skills, Visualization skills.
* Understand programming language (python).

Day in the life of Data Analyst:

1. **Understand the stakeholder requirements.**
   * Ask right questions for the stakeholders.
   * Understand what the stakeholder needed.
   * Communicate with the stakeholders.
   * All are depending on the type of requirement.
2. **Define the problem statement.**
   * Explain the problem statement to the stakeholders.
   * Create a rough copy of dashboard, report or analysis.
   * Get the confirmation from the stakeholders on problem

Understanding.

* + Create a plan and timeline.
  + Communicate with the stakeholders and team members.

1. **Collect Data.**  
   - collect the data from multiple data sources. (data bases, data Lakes, external data etc.)
   * Create ETL processes for getting data.
2. **Data cleaning.**
   * Identify what data points solved the problems.
   * Removing major errors, duplicates and outliers.
   * Bringing structure to the data.
   * Removing unwanted data points.
3. **Produce reports or dashboards.**
   * Significant amount of time is spent producing and maintain internal and external client facing reports or dashboards.
   * Deeper understanding of the problem statement will help provide insights about new trends and insights.
4. **Present Data.**
   * Explain them to stakeholders with good communication skills.

**Skills and job duties:**

* + Have moderate math and statistical skills.
  + Have strong business acumen.
  + Have moderate coding skills.
  + Develop key performance indicators.
  + Create visualizations of data.
  + Utilize business intelligence and analytical tools.

**Mistakes should be avoided:**

1. Reading more theory rather focus on projects.
2. Underestimating SQL skills.
3. Over estimating academic degree.
4. Try to apply as many roles as possible.
5. Keep at least couple of projects to talk and provide portfolio in Resume.
6. Understand domain knowledge, KPIs and many more.
7. Not networking development.
8. Focus on learning algorithms not data.

Road Map Data Analyst:

* + Case Interviews Cracked
  + Puzzles from Geeks for Geeks
  + Excel full need to learn short cuts
  + SQL
  + MS Power BI
  + Python (with libraries)

**Amazon & Walmart & Microsoft:**

* + SQL
  + Data Visualization tool
  + Excel
  + Python

**Day to Day life:**

* + Looking email and seeing requirements and ready to weekly report.
  + Solving issues and tickets.

**As a Fresher:**

* + Yes possible by having good portfolio.
  + 6-9 LPA

**Interview:**

* + Mostly focus on SQL.
  + Window functions, joins, CTE
  + Scenario based questions mostly likely to ask in the interviews.

**Order of execution of sql:**

* + FROM, WHERE, GROUP BY, HAVING, SELECT, ORDER BY, LIMIT.