DataIsFuture

Shaping Tomorrow's Data Professionals

Data Analytics Professional Program

In Collaboration with Microsoft

Transform Your Career in 6-7 Months Master Data Analytics with Hands-on Projects & Microsoft Certification

Program Overview

This comprehensive Data Analytics bootcamp is designed for beginners and professionals looking to master data-driven decision making. Through 38 chapters and 174+ lessons, you'll gain hands-on experience with industry-standard tools including Microsoft Excel, SQL (MySQL), Power BI, and Python for data analytics.

Duration	Chapters	Lessons	Projects
6-7 Months	38	174+	3 Major

Career Outcomes

Upon successful completion of this program, you will be equipped to:

- Secure data analyst positions in top UK and international companies
- Build professional dashboards and analytics solutions using Power BI
- Write complex SQL queries for business intelligence and reporting
- Analyze and visualize data using Python libraries
- Earn Microsoft Data Analyst Certification
- Build a portfolio of 3 real-world analytics projects

Prerequisites

No prior experience required! This program is designed for complete beginners. You'll need:

- A computer with Windows 10 or higher (Mac users: we'll provide guidance)
- Stable internet connection for online sessions
- Commitment of 10-15 hours per week for learning and practice
- Passion for working with data and solving business problems

Detailed Curriculum & Timeline

The program is divided into 4 major modules, each building upon the previous. ***Total Duration: 24-28 weeks (6-7 months)***

MODULE 1: Microsoft Excel for Data Analytics	
Duration: 5-6 weeks	*Weeks 1-6*

Chapter 1: Excel Fundamentals + Essential Formulas

Timeline: Week 1 (5-6 hours)

- Excel interface, ribbon, and workspace navigation
- Cell referencing: Relative, Absolute, and Mixed
- Basic formatting and professional shortcuts
- Essential formulas: SUM, AVERAGE, COUNT, COUNTA, MIN, MAX, IF, COUNTIF, SUMIF

Chapter 2: Data Cleaning + Professional Data Handling

Timeline: Week 1-2 (6-7 hours)

- Remove duplicates and data deduplication techniques
- Flash Fill for pattern-based data extraction
- Text to Columns for data separation
- Data Validation rules and input constraints
- Conditional Formatting for visual insights
- Find & Replace with wildcards
- Excel tables, sorting, and advanced filtering

Chapter 3: Lookups, Mapping & Data Relationships

Timeline: Week 2-3 (8-9 hours)

- VLOOKUP and HLOOKUP for vertical/horizontal data retrieval
- XLOOKUP - modern replacement for VLOOKUP
- INDEX + MATCH combination for flexible lookups
- MATCH and OFFSET functions
- Multi-sheet lookups and cross-workbook references
- Mapping datasets from different sources

Chapter 4: Pivot Tables + Data Analysis Models

Timeline: Week 3-4 (8-10 hours)

- Creating and customizing Pivot Tables
- Grouping data: dates, categories, and numeric ranges
- Calculated fields and items
- Pivot charts for visual representation
- Drill-down analysis and data exploration
- Slicers and timelines for interactive filtering

- KPI (Key Performance Indicator) analysis

Chapter 5: Data Visualization + Excel Dashboards

Timeline: Week 4-5 (8-10 hours)

- Chart types: Bar, Column, Line, Area, Pie, Donut, Histogram
- KPI cards and scorecard design
- Dynamic charts with formulas
- Slicers and interactive dashboard elements
- Professional dashboard layout and design principles

Chapter 6: Excel Project Work

Timeline: Week 5-6 (10-12 hours)

- **Project: Sales & Revenue Analytics Dashboard**
- Complete end-to-end analytics project
- Data cleaning, analysis, visualization, and presentation

MODULE 2: SQL & MySQL for Data Analytics	
Duration: 6-7 weeks	*Weeks 7-13*

Chapters 7-9: SQL Fundamentals

Timeline: Week 7-8 (8-10 hours)

- Introduction to databases and relational database concepts
- SQL vs MySQL and database ecosystem
- Tables, rows, columns, primary keys, and foreign keys
- MySQL Server and MySQL Workbench installation & setup
- Creating databases and schemas
- Basic SQL commands: SELECT, DISTINCT, ORDER BY, LIMIT
- WHERE filtering and operators: IN, BETWEEN, LIKE

Chapters 10-11: JOINs and Advanced Conditions

Timeline: Week 9 (6-8 hours)

- INNER JOIN for matching records
- LEFT JOIN and RIGHT JOIN for inclusive queries
- FULL OUTER JOIN and CROSS JOIN
- Self JOIN for hierarchical data
- Advanced conditions: AND, OR, NOT logic
- CASE WHEN expressions for conditional logic

Chapters 12-13: Aggregations and Subqueries

Timeline: Week 10 (6-8 hours)

- Aggregate functions: COUNT, SUM, AVG, MIN, MAX
- GROUP BY for data summarization
- HAVING clause for filtered aggregations
- Subqueries in SELECT, WHERE, and FROM clauses
- Correlated subqueries for advanced analytics

Chapters 14-16: Data Manipulation & Operations

Timeline: Week 11 (6-8 hours)

- Data cleaning in SQL: TRIM, REPLACE, SUBSTRING
- LOWER, UPPER for text standardization
- NULL handling with COALESCE and IS NULL
- Window functions: OVER, ROW_NUMBER, RANK, DENSE_RANK
- LEAD, LAG for time-series analysis
- Running totals and moving averages
- Table operations: CREATE, INSERT, UPDATE, DELETE, ALTER, TRUNCATE

Chapters 17-21: Advanced SQL & Performance

Timeline: Week 12 (8-10 hours)

- Data modeling: ER diagrams and normalization (1NF, 2NF, 3NF)
- Keys and constraints for data integrity
- Creating and using views for simplified queries
- Temporary tables and CTEs (WITH clause)
- Date functions: DATEDIFF, DATE_ADD, YEAR, MONTH
- Math functions: ROUND, CEIL, FLOOR
- String functions: CONCAT, LPAD, RPAD
- Performance basics: Indexes and EXPLAIN query optimization
- Importing & exporting: LOAD DATA INFILE, CSV import/export
- Connecting MySQL with Excel and Power BI

Chapter 22: Real-World Analytics Scenarios

Timeline: Week 13 (8-10 hours)

- Sales analysis and revenue reporting
- Customer retention and cohort analysis
- Inventory management analytics
- Marketing campaign analytics and ROI calculation

MODULE 3: Power BI for Business Intelligence

Duration: 7-8 weeks	*Weeks 14-21*

Chapters 23-25: Power BI Fundamentals

Timeline: Week 14-15 (8-10 hours)

- Introduction to Business Intelligence and the BI ecosystem
- Power BI ecosystem: Desktop, Service, Mobile
- Reports vs Dashboards: understanding the difference
- End-to-end BI workflow from data to insights
- Power BI Desktop interface: Canvas, Visualization pane, Filters
- Themes and professional formatting
- Connecting data sources: Excel, CSV, SQL Server, MySQL
- Folder import and web data connections
- Multi-table connections and relationships

Chapter 26: Power Query Mastery

Timeline: Week 16 (8-10 hours)

- Remove duplicates and data cleaning
- Split columns and text transformations
- Merge and append queries for data combination
- Unpivot and pivot operations
- Replace values and data type corrections
- Handling null values effectively
- Group By aggregations
- Conditional columns for business logic
- Automated refresh schedules

Chapters 27-28: Data Modeling & DAX

Timeline: Week 17-18 (10-12 hours)

- Data modeling: Star schema vs Snowflake schema
- Fact tables and Dimension tables design
- Primary keys and relationship management
- Relationship types and cardinality
- Cross-filter direction for bidirectional relationships
- DAX fundamentals: Calculated Columns vs Measures
- Basic DAX: SUM, AVERAGE, COUNTROWS
- Advanced DAX: CALCULATE, FILTER, ALL, ALLEXCEPT
- Iterator functions: SUMX, AVERAGEX
- DIVIDE function for safe division
- Time intelligence functions for period analysis

Chapters 29-31: Visualizations & Dashboard Design

Timeline: Week 19-20 (10-12 hours)

- Core visualizations: Bar, Column, Line, Area charts
- Pie, Donut charts and when to use them
- Table and Matrix for detailed data views
- Cards and KPI visuals for metrics
- Funnel, Treemap, Waterfall charts
- Combo charts and Scatter plots
- Gauge charts for performance tracking
- Decomposition Tree and Key Influencer for AI insights
- Mapping visuals for geographical analysis
- Slicers, Filters (Visual, Page, Report-level)
- Sync slicers across pages
- Drill-down hierarchies and drill-through pages
- Bookmarks for storytelling
- Dashboard design principles: UI/UX rules
- Color psychology and consistent layouts
- White space usage and navigation buttons
- Using containers for organized dashboards

Chapters 32-36: Advanced Features & Deployment

Timeline: Week 20-21 (10-12 hours)

- Power BI Service: Publishing reports
- Sharing and permissions management
- Workspaces and collaboration
- Dashboard creation in Service
- Scheduled refresh and dataflows
- Gateway setup for on-premises data
- Performance optimization: reducing dataset size
- Optimizing relationships and DAX
- Query folding and incremental refresh
- Aggregations for large datasets
- Advanced analytics: AI visuals, Forecasting
- Clustering and anomaly detection
- Smart Narratives for automated insights
- Exporting to PDF/PowerPoint
- Embedding reports in websites/applications
- Power BI + Excel integration
- Using Python and R in Power BI
- Real-world dashboards: Sales, Marketing, Supply Chain

Chapter 37: Power BI Project Work

Timeline: Week 21 (10-12 hours)

- **Project: Supply Chain Analytics Dashboard**
- Complete BI project from data connection to deployment

MODULE 4: Python for Data Analytics	
Duration: 6-7 weeks	*Weeks 22-28*

Chapter 38: Introduction to Python

Timeline: Week 22-23 (8-10 hours)

- What is Python and why use it for data analytics
- Installing Python, Jupyter Notebook, and VS Code
- Variables, data types, and input/output
- Scripts vs notebooks: when to use each

Additional Python Topics (Weeks 23-28):

- Python fundamentals: Lists, Dictionaries, Loops, Functions
- NumPy for numerical computing
- Pandas for data manipulation and analysis
- Data visualization with Matplotlib and Seaborn
- Working with APIs and web scraping
- Statistical analysis with SciPy
- Introduction to machine learning with Scikit-learn
- Final capstone project: End-to-end data analytics solution

Learning Outcomes & Certification

Upon successful completion of the DataIsFuture Data Analytics Program, graduates will:

- **Master Excel:** Create professional dashboards, pivot tables, and complex formulas
- **SQL Expertise:** Write advanced queries, perform joins, and optimize database performance
- **Power BI Professional:** Design and deploy enterprise BI solutions with DAX and advanced analytics
- **Python Analytics:** Perform data analysis and visualization using NumPy, Pandas, and visualization libraries
- **Real Projects:** Complete 3 industry-standard analytics projects for your portfolio
- **Microsoft Certified:** Earn Microsoft Data Analyst Associate certification
- **Career Ready:** Interview preparation, resume building, and job placement support

Program Features & Support

✓ **Live Online Classes** Interactive sessions with expert instructors	✓ **Recorded Sessions** Lifetime access to all class recordings
✓ **Hands-on Projects** 3 industry-relevant capstone projects	✓ **Mentor Support** 24/7 doubt resolution and career guidance
✓ **Job Placement** Resume building & interview preparation	✓ **Certification** Microsoft & DataIsFuture certificates

Weekly Learning Schedule

We recommend dedicating 10-15 hours per week to get the most out of this program. Here's a suggested breakdown:

Activity	Time Commitment
Live Classes	4-5 hours/week (2-3 sessions)
Practice & Exercises	4-5 hours/week (hands-on practice)
Projects	2-3 hours/week (ongoing project work)
Review & Revision	2 hours/week (reviewing materials)

This program is perfect for:

- **Career Changers:** Professionals looking to transition into data analytics
- **Recent Graduates:** Fresh graduates seeking job-ready skills in analytics
- **Business Professionals:** Managers and executives wanting to leverage data in decision-making
- **Entrepreneurs:** Startup founders needing analytics skills for growth
- **Aspiring Data Scientists:** Building foundational skills before advanced ML/AI
- **Anyone:** With passion for data and commitment to learn!

Enrollment & Contact Information

Ready to Transform Your Career?

Enroll Now or Schedule a Free Consultation!

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