

Syllabus

Epic 1: Spreadsheet & data fundamentals

- Data structures and handling
- Working and analyzing data with spreadsheets
- Useful and Must known formulas and techniques

Epic 2: Data analysis intro

- What is a data analyst ? required skills, working procedures, peers...
- A panel with several Data knowledge leaders from the industry that will elaborate on the Job, their point about analyst role and position today's organizations

Epic 3: statistics & probability

- Statistics and probability theory
- Common statistical mistakes how to overcome them when analyzing data.

Epic 4: Study design

- Hypothesis design
- A/B testing for analysis (Chi/T-tests, normalization, outliers..)

Epic 5: SQL

- Exploring and preparing data
- Exporting data insights from BIG data
- Advanced SQL - analytical functions, QA

Epic 6: Data development

- Intro to data infrastructure solutions and landscape
- Events modeling
- Intro to ETLs

Epic 7: business metrics & KPI

- Defining business metrics
- KPIs do's and don'ts

Epic 8: Data visualization & discovery

- Visualizing data
- Working with tableau - the most advanced and common data discovery and analysis tool in the market
- Crunching data into visuals insights
- Creating & designing effective reports & dashboards

Epic 9: Python & intro to ML

- Working with python,
- Useful data manipulation with python
- ML & Data science intro - model types, working procedure

Epic 10: Data Storytelling

- Analysis methodology and best practices
- Presentation skills
- Presenting analysis story and how to drive change

Epic 10: End to end data analysis

- Encapsulating all materials learnt along the course into final end to end analysis
- Real use cases from the industry
- Presenting full analysis insights and recommenda