

DTA-DMA-101

Professional Data Analytics Program (Basic to Advanced)

Program Information



Nature of the Course
Theory + Practical + Industry
Projects



Total Hours per Day
2 hours



Course Duration
55 Days

Course Summary

This program equips students with the technical, analytical, and business skills required to become a job-ready Data Analyst. Students learn the complete analytics workflow using Microsoft Excel, SQL, Python, and Microsoft Power BI through hands-on projects and real-world business scenarios. The program also focuses on portfolio development and interview preparation.

Learning Outcomes

- Understand the Data Analytics lifecycle
- Collect, clean and prepare data
- Analyze data using Excel
- Query databases using SQL
- Analyze data using Python
- Build dashboards in Power BI
- Solve business problems
- Present actionable insights
- Build a professional portfolio
- Prepare for Data Analyst interviews

Completion Criteria

After fulfilling all of the following criteria, the student will be deemed to have finished the Module:

- Has attended 90% of all classes held
- Has received an average grade of 80% on all assignments
- Has received an average of 60% in assessments
- The tutor believes the student has grasped all of the concepts and is ready to go on to the second module.

Required Textbooks

There is no required textbooks for this course.

Prerequisites

There is no prior educational level requirement for this course.

Course Details

Foundation – Data Analytics Fundamentals

Duration

- 2 Days(4 Hours)

Topics

- Introduction to Data Analytics
 - Analytics Lifecycle
 - Types of Analytics
 - Business Understanding
 - Data-Driven Decision Making
 - Real-World Applications
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Analyze – Microsoft Excel for Data Analytics

Duration

- 12 Days(24 Hours)

Topics

- Excel Fundamentals
- Data Cleaning
- Functions & Formulas
- Pivot Tables
- Charts
- Dashboards
- Business Reporting

Mini Project

- Sales Performance Dashboard

Query – SQL for Data Analytics

Duration

- 13 Days (26 Hours)

Topics

- Database Fundamentals
- SQL Queries
- Filtering & Aggregation
- Joins
- Subqueries
- CTEs
- Window Functions
- Query Optimization

Mini Project

- Retail Sales Analysis
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Explore – Python for Data Analytics

Duration

- 14 Days (28 Hours)

Topics

- Python Fundamentals
- NumPy
- Pandas
- Data Cleaning
- EDA
- Visualization
- Working with Excel & SQL

Mini Project

- Customer Behavior Analysis

Visualize – Microsoft Power BI

Duration

- 10 Days (20 Hours)

Topics

- Power BI Fundamentals
- Power Query
- Data Modeling
- DAX
- Interactive Reports
- Dashboard Design
- Power BI Service

Mini Project

- Executive Business Dashboard
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Apply – Capstone Project

Duration

- 2 Days (4 Hours)

Topics

- Understand Business Problem
 - Prepare Data
 - Analyze
 - Build Dashboard
 - Present Insights
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Launch – Career Development & Interview Preparation

Duration

- 2 Days (4 Hours)

Topics

- Resume Building
 - LinkedIn Optimization
 - Portfolio Development
 - Technical Interview Preparation
 - HR Interview Preparation
 - Business Case Solving
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Software & Tools

- Microsoft Excel
 - MySQL / SQL Server
 - Python
 - Jupyter Notebook
 - Visual Studio Code
 - Microsoft Power BI
 - Git & GitHub (Introduction)
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