



DATA ANALYTICS USING TABLEAU AND POWER BI CERTIFICATION PROGRAM

Program Overview

The Data Analytics Using Tableau and Power BI Certification Program is designed to equip participants with the skills needed to analyze, visualize, and interpret data using two of the most popular business intelligence tools—Tableau and Power BI. Over the course of one month, interns will learn how to connect to various data sources, create interactive dashboards, and generate actionable insights from data. By the end of the program, students will have developed a comprehensive analytics project, demonstrating their ability to turn raw data into meaningful business intelligence.

What You'll Learn

Introduction to Data Analytics and Power BI Basics

1. Introduction to Data Analytics:

- Understanding the role of data analytics in decision-making.
- Overview of the data analytics process: data collection, cleaning, analysis, and visualization.
- Introduction to business intelligence tools: Tableau and Power BI.

2. Getting Started with Power BI:

- Overview of Power BI interface and features.
 - Connecting to data sources (Excel, CSV, databases).
 - Basic data cleaning and transformation using Power Query.
 - Creating simple visualizations and reports.
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Advanced Power BI and Introduction to Tableau

1. Advanced Power BI Techniques:

- Creating complex visualizations (bar charts, line charts, maps).
- Building interactive dashboards with slicers and filters.
- Introduction to DAX (Data Analysis Expressions) for calculated fields and measures.
- Publishing and sharing Power BI reports.

2. Getting Started with Tableau:

- Overview of Tableau interface and features.
- Connecting to various data sources (Excel, CSV, SQL).
- Basic data preparation and cleaning in Tableau.
- Creating visualizations in Tableau (bar charts, scatter plots, maps).

Advanced Tableau Techniques and Dashboard Design

1. Advanced Tableau Techniques:

- Using calculated fields and table calculations in Tableau.
- Creating interactive dashboards with filters and parameters.
- Building storyboards to present data insights.
- Introduction to Tableau Prep for data preparation.

2. Dashboard Design Principles:

- Best practices for designing effective and user-friendly dashboards.
- Understanding the importance of layout, color schemes, and interactivity.
- Comparing and contrasting Power BI and Tableau dashboards.

Data Analytics Project and Final Presentation

1. Data Analytics Project:

- Participants will choose a dataset and develop a comprehensive analytics project using Tableau and/or Power BI.
- The project will involve data cleaning, analysis, visualization, and insight generation.
- Participants will present their findings and dashboards to the group for feedback.

2. Career Development:

- Building a data analytics portfolio with completed projects.
- Tips for job interviews and career growth in data analytics.



Power BI

Key Features

Hands-on Experience: Work with real-world datasets and gain practical experience in data analytics.

Live Sessions: Engage with instructors in live sessions, ask questions, and receive immediate feedback.

Mentorship: Get personalized guidance from experienced data analysts and business intelligence professionals.

Project-Based Learning: Develop and present a complete data analytics project as part of your final assessment.

Certificate of Completion: Earn a certificate that validates your skills in data analytics, Tableau, and Power BI.

Learning Outcomes

By the end of this Certification program, participants will:

- Have a strong understanding of data analytics and the role of business intelligence tools.
- Be proficient in using Power BI and Tableau for data visualization and dashboard creation.
- Be able to connect to various data sources, clean and transform data, and generate insights.
- Develop and present interactive dashboards that effectively communicate data insights.
- Showcase their skills through a completed data analytics project.

Enroll Now

Take your first step towards mastering data analytics with Tableau and Power BI by enrolling in our Data Analytics Certification Program. Whether you're a beginner or looking to enhance your existing skills, this program is designed to equip you with the knowledge and experience needed to excel in the field of data analytics.



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