

# DATA ANALYST COURSE

While students in large colleges study mass amounts of theory, we offer up to date, fresh and relevant data analytics classes **focused on practical work methods, adapted to industry needs** so you can penetrate the job market with enough confidence and the right experience to do your job right.

Our classes are taught by industry experts, those who work simultaneously as interviewers and recruiters in high-tech companies and know exactly what it takes to succeed. Each student learns **exactly** what they need to know for their future jobs – for this reason, all candidates are screened and evaluated before admission to guarantee the highest level of learning and ensure future career opportunities.

What does this mean for you? You gain the best hands-on experience and pay less money - two birds, one stone.

## Our knowledge, your future



### Individuals

Our data analytics courses focus on practical knowledge, in class exercises, homework assignments and learning in small groups which allows for personal attention and better understanding of the material.



### Companies

We offer customized data analytics courses and workshops according to your company needs. Course materials are suited to your everyday tasks and training requirements.



### “Find Work”

Our goal is helping you achieve a total career upgrade and land that dream job. That's why we built a Professional Branding Intensive Course that gives our students a competitive edge over other candidates.

## COMPANY DETAILS

### HEADQUARTERS

Ramat Gan, Tel Aviv District

### YEAR FOUNDED

2015

### COMPANY TYPE

Educational Institution

### COMPANY SIZE

40-50 employees

## Course Overview

Data analysis is the process of collecting, organizing, and analyzing raw data to draw conclusions and make decisions to optimize a business' performance. In today's era of customer-based strategy, it's vital that organizations use data to drive unique and valuable experiences for their customers to surpass the competition. For this reason, data analytics is an integral part in the progress of any company.

While a good analyst will utilize data to draw insights, helping inform business decisions with improved accuracy and efficiency. A great analyst will not only master the technical aspects of the job, but will be able to look at company goals and know the exact questions to ask to lead them to success.

After our data analytics course, you will be one of those great analysts. You will confidently define business questions, collect, and analyze data, interpret, and apply.

You will be able to provide the data that will lead your company in the path to success, with higher customer satisfaction, increased revenue, reduced costs and much more.



## LEARN FROM INDUSTRY EXPERTS

Industry-recognized business analysts will teach you current and in-demand skills, ensuring you stay ahead of the curve in a fast-changing industry.



## GET HANDS-ON EXPERIENCE

Practical skills are key to succeed and stand out in the market. By working on practical tasks throughout the course, you'll master the skills of a great analyst.



## LEARN AMONGST PROFESSIONALS

Be surrounded by like-minded people who are determined to enhance their career by understanding how to leverage data.



## CONNECT WITH THE INDUSTRY

Expect dedicated career guidance, access our industry hiring partners, and find your future employment in data analytics.

## THE INSTRUCTORS



**Keren Ben Zvi**

VP Data  
Perion



**Daniel Sabag**

Business Analytics Team Lead  
Playtika



**Gal Peled-Hayoon**

Data Analyst Team Leader  
Seeking Alpha



**Nurit Lamy**

Business Analytics Team Lead  
Gloat



**Lior Mor**

BI Engineer  
Amazon



**Jonathan Cohen**

Senior Data Analyst  
Moovit



**Netser Reuveni**

Business Analyst Team Lead  
Gloat



## OUR ALUMNI WORK WITH THE BEST



## COURSE CONTENT



**45 Hours**

Date Analyst  
Professional Course



**90 Hours**

Independent  
Practice



**24 Hours**

Professional Branding  
Booster-Course



**Available for 6 Months**

Job Search  
Support



**12 Hours**

High-Tech English  
Booster-Course

# WHAT YOU'LL LEARN

## + Introduction to Data Analytics & Big Data

Learn what being a data analyst is all about, what tools you'll use, the skills needed and best practices relevant to modern businesses. Handle databases with millions of records entering each second that inundates businesses on a day-to-day basis and analyze them for insights that lead to better decisions and strategic business moves.

## + SQL for Data Analysts

Master the query language, create and analyze complex datasets with the latest extraction and manipulation techniques in order to assist management in making the right business decisions.

- 👉 **SELECT/FROM** - Syntax, specific columns, alias, calculation, threading, DISTINCT, etc.
- 👉 **WHERE/ORDER BY** - IN/NOT IN, BETWEEN, LIKE, IS NULL, ORDER BY, TOP N, etc.
- 👉 **SCALAR FUNCTIONS** - CEILING/FLOOR, LOWER/UPPER, GETDATE(), DATEADD/DATEDIFF, CONVERT/CAST, ISNULL, CASE Statement, etc.
- 👉 **GROUP BY/HAVING** - AGGREGATION FUNCTIONS, HAVING, ORDER BY, etc.
- 👉 **JOINS/UNIONS** - JOIN, LEFT JOIN, RIGHT JOIN, OUTER JOIN, UNION, etc.
- 👉 **SUBQUERIES** - Single row, multiple rows, derived table, correlated subqueries, etc.
- 👉 **WINDOW FUNCTIONS** - SUM/COUNT/AVG, ROW NUMBER(), RANK()/DENSE\_RANK(), NTILE, LAG/LEAD, etc.
- 👉 **DML** - INSERT, CREATE TABLE, UPDATE, DELETE, etc.

## + Advanced Excel Skills

Become a pro at data calculations and VBA (Visual Basic for Applications). Automate, analyze, and present data in a user-friendly way. Create charts and tables that effectively summarize raw data and make sure your spreadsheets are easy-to-use and easy to read.

- 👉 **CONDITIONAL STATEMENTS** - IF, AND, OR, NOT, ISERROR, ISNUMBER, etc.
- 👉 **STATISTICAL FUNCTIONS** - MAX/MIN, RANK, RAND(), SUMIFS/COUNTIFS, SUMPRODUCT, etc.
- 👉 **LOOKUP/REFERENCE FUNCTIONS** - VLOOKUP/HLOOKUP, INDEX/MATCH, OFFSET, etc.
- 👉 **TEXT FUNCTIONS** - TEXT/VALUE, LEFT/MID/RIGHT, SEARCH, TRIM, LEN, etc.
- 👉 **DATE & TIME FUNCTIONS** - DATEVALUE, TODAY/NOW, DATEDIF, YEARFRAC, EOMONTH, etc.
- 👉 **POWER PIVOT** – create calculated columns and measures using formulas, build PivotTables and PivotCharts, and then further analyze the data.

## + Tableau

Understand the ins and outs of data modeling and work on a cutting-edge platform that can create simple graphs that assist the business owners to follow business KPIs every day.

- 👉 **SORTING, GROUPING & FILTERING** - Explore the desktop workspace, including field types and pills, row, column and filter shelves, grouping and filtering tools, etc.
- 👉 **CALCULATIONS & PARAMETERS** - Create custom calculations using calculated fields, table calculations and parameters.
- 👉 **DASHBOARDS & STORIES** - Combine visualizations to create dashboards and stories that bring your data to life!

## + AB Testing

Learn a user experience research methodology that consists of a randomized experiment with two variants, determining which of the two variants is more effective.

- 👉 **GOALS & KPI** – Choose an appropriate success metrics in an A/B test and declare the test and control groups.
- 👉 **STATISTICAL TESTS** - Learn to select the right statistical test for your experiment.
- 👉 **GRAPHS & CONCLUSIONS** – build the correct graph for the A/B test and analyze for conclusion.

## + Storytelling with Data

Focus on the key skill of presenting data to a variety of stakeholders by creating graphs that make sense and weave them into action.

- 👉 **GRAPH VISUALIZATION** – Build the right graph to tell your story
- 👉 **FOCUS ATTENTION** – Emphasize the data you want your audience to pay attention to.
- 👉 **TELL A STORY** – Learn how to tell a story with your data. What context is essential, what interesting to show, what do you want your audience to do.

## + Solving Business challenges

Understand the meaning of being an analyst, the types of business questions and real-life challenges that occur while on the job.

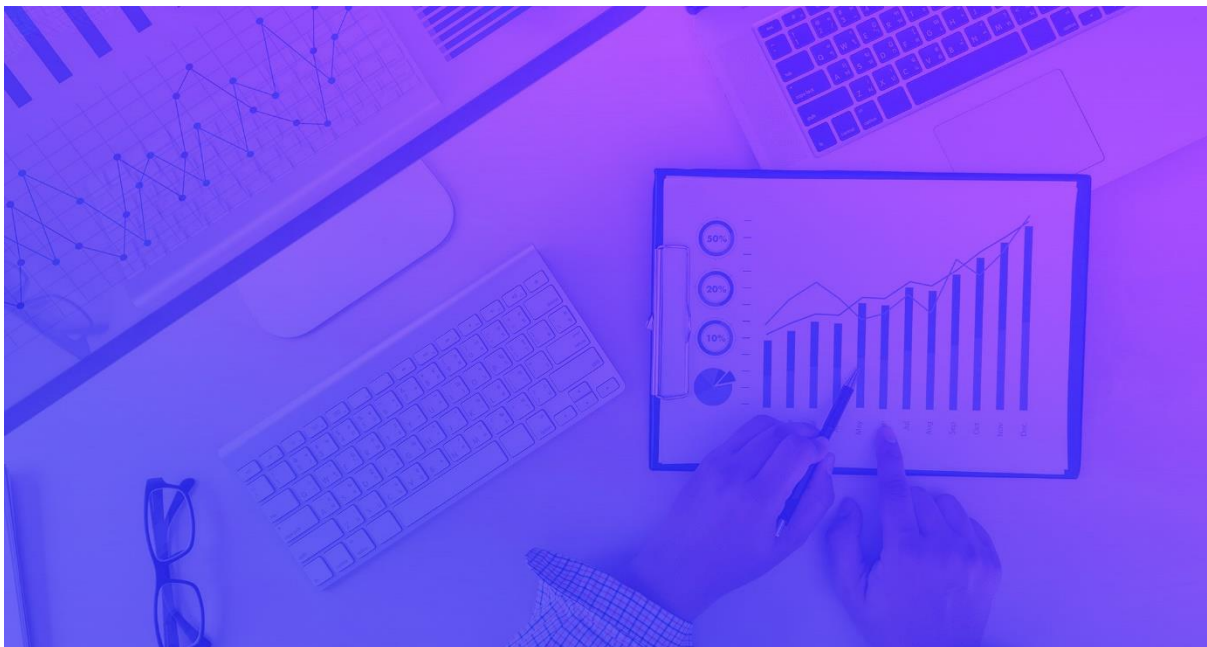
## + Final project

Gain hands-on experience in building dashboards from the data involving model selection, accuracy and interpretability in order to portray business performance and create deep presentation analysis to show the management.

## + How to find work as Data Analyst?

Now that you have excelled in data analytics, it's time to launch your career! Explore employment opportunities and the next steps in your journey as a data analyst.

- 👉 Solve real life interview questions





## Learning Outcomes

**On successful completion of this course, you'll be able to**

- Define the business question and need for data analysis
- Collect data from sources
- Analyze using all the relevant technologies
- Interpret results and apply them
- Justify of the approach taken to address the business question
- Find a relevant position as a data analyst

# READY TO UPSCALE YOUR CAREER?

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