



DATA ANALYTICS BROCHURE

Train to be a skilled Data Analyst



PROGRAM OVERVIEW

→ **Saturday Live Classes for 3 months**

→ **Live access to class recording**

→ **Post-Training Support**

→ **LinkedIn Optimization**

→ **Career pathway guidance**

→ **Industry relevant certificate**

→ **One month internship**

→ **CV Review**



WHY CONSIDER DATA ANALYTICS?

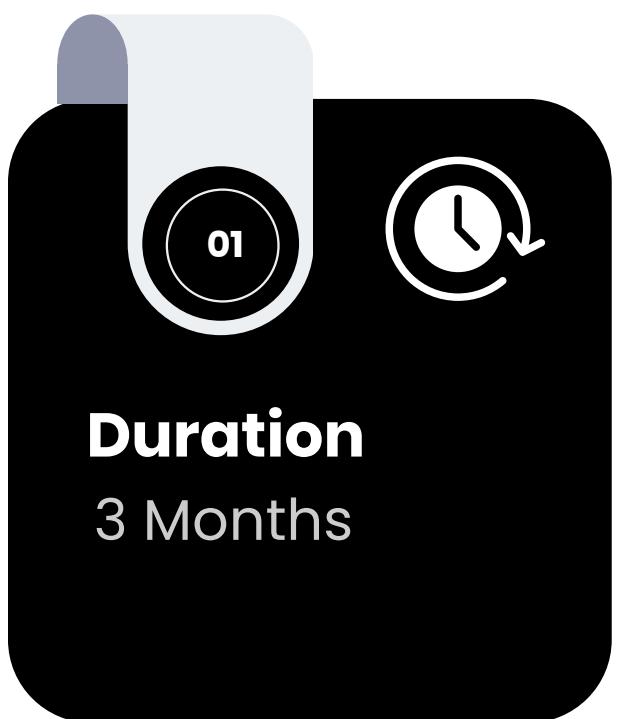


Data analytics gives you the ability to turn raw data into meaningful insights that drive smarter, faster decisions. In today's digital economy, organizations depend on data to understand customers, optimize operations, and stay ahead of the competition. This has made data analytics one of the most in-demand skills across industries.

Learning data analytics equips you with practical, hands-on skills to collect, analyze, and interpret data effectively. You'll learn how to uncover patterns, identify trends, and transform numbers into clear stories that support strategic decision-making.

Beyond career opportunities, data analytics empowers you to solve real-world problems with confidence and clarity. It's a future-ready skill set that keeps you relevant, adaptable, and valuable in an increasingly data-driven workplace.

REQUIREMENTS

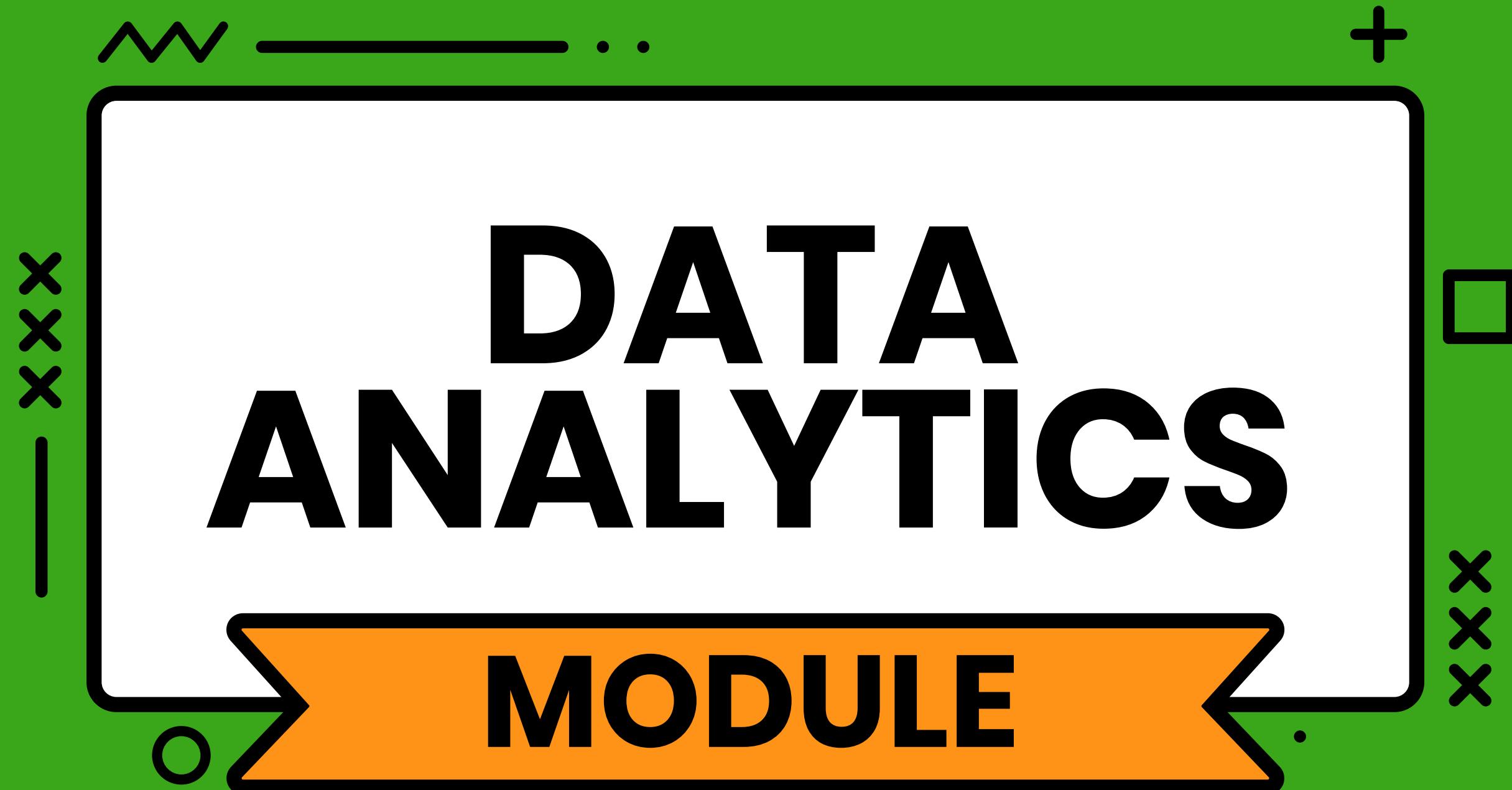


The future of your career is decided by the actions you take today, not the excuses you make.



OUR CURRICULUM





EXCEL ANALYSIS

Module 1

Basic Excel Fundamentals



1. Introduction to Microsoft Excel and Ribbon Interface
2. Understanding Workbooks, Worksheets, and Cells
3. Data Entry, Editing, and Formatting (Text, Numbers, Dates)
4. Using AutoFill, Flash Fill, and Basic Data Validation
5. Basic Formulas and Functions:
 - o SUM, AVERAGE, COUNT, MAX, MIN
6. Paste special
7. Sorting and Filtering Data
8. Charts and Graphs
9. Data Validation
10. Conditional Formatting

EXCEL ANALYSIS

Module 2

Intermediate Excel Skills



1. Logical Functions: IF, AND, OR, NESTED IF, IFERROR
2. Cell Referencing (Relative, Absolute, and Mixed)
3. Advanced Conditional Formulas (IFS, COUNTIF, COUNTIFS, SUMPRODUCT, SUMIF, SUMIFS, AVERAGEIF, AVERAGEIFS, MAXIFS, MINIFS, IFERROR)
4. Text Functions: CONCAT, LEFT, RIGHT, MID, TRIM, LEN
5. Textsplit
6. Date & Time Functions: TODAY, NOW, DATEDIF
7. Data Cleaning Techniques (Remove Duplicates, Text-to-Columns, Find & Replace)
8. Introduction to Pivot Table
9. Lookup & Reference Functions: VLOOKUP, HLOOKUP, INDEX, MATCH, XLOOKUP
10. Tables and Structured References
11. Working with Multiple Worksheets and Linking Workbooks

Module 3

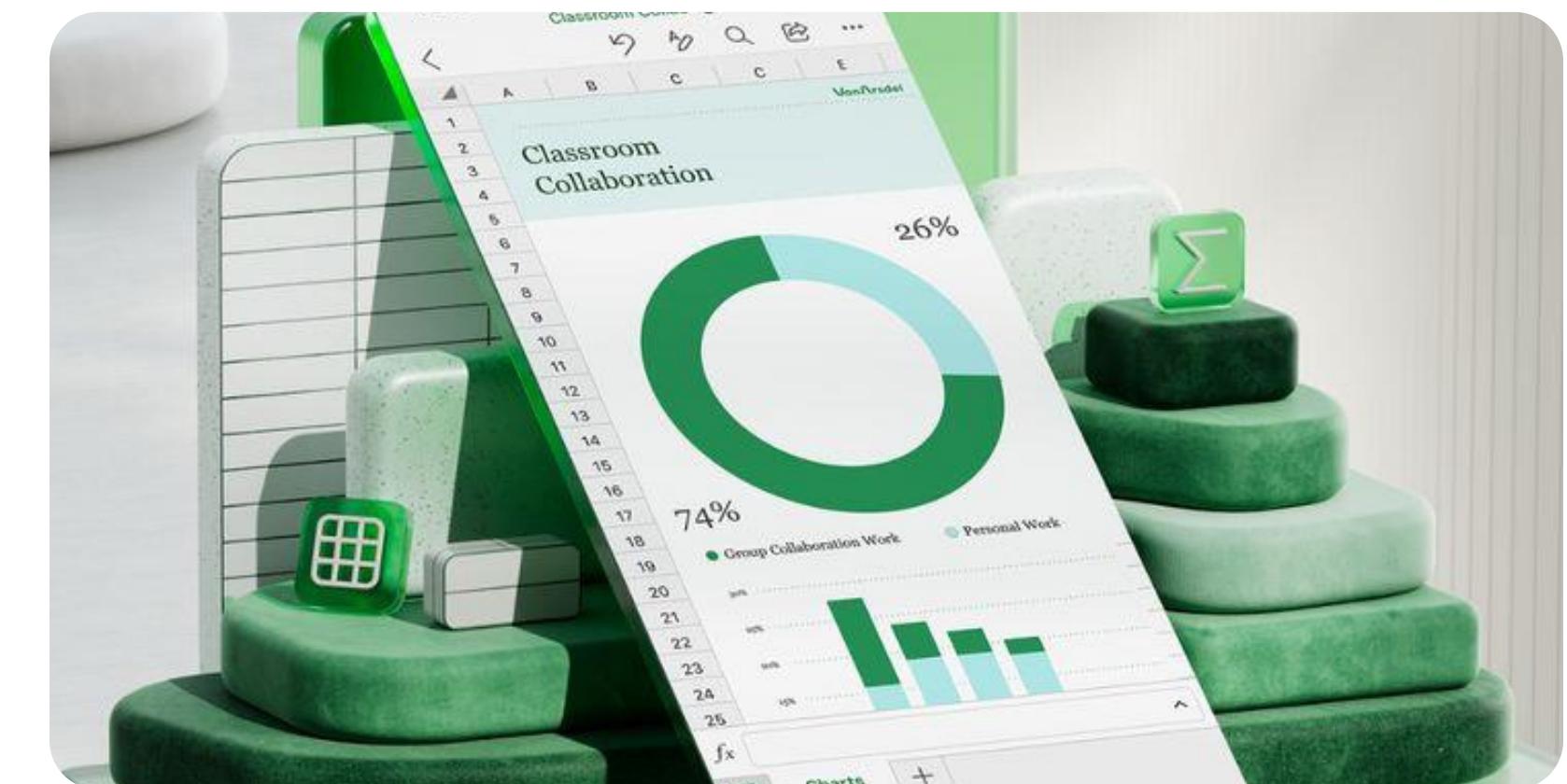
Advanced Excel for Data Analysis

1. Advanced Lookup and Nested Functions
2. Data Analysis Tools:
 - Pivot Tables and Pivot Charts
 - Data Consolidation and Grouping
3. Scenario Analysis: Goal Seek, What-If Analysis, Data Tables, Descriptive Analysis, Regression
4. Charts & Visualizations:
 - Combo Charts, Sparklines, Dynamic Charts
5. Introduction to Power Query (Data Transformation)
6. Introduction to Power Pivot (Data Modeling)

Module 4

Storytelling and Presentation

1. Advanced Power Query – Merging & Appending Data
2. Power Pivot – Creating Relationships, DAX
3. Dashboard Design Best Practices
4. Advanced Charting and Dynamic Dashboards
5. Connecting Excel to External Data Sources (CSV, SQL, Web)



BUILD 2 SOLID PROJECTS



Learning Outcomes

By the end of this training, learners will:

- Build, analyze, and visualize data professionally in Excel
- Automate repetitive business tasks using formulas, Power Query, and Macros
- Create interactive dashboards for decision-making
- Be ready for analytical roles using Excel as a core tool



Module 1

DATA PREPARATION AND MODELLING

1. Introduction to Business Intelligence

- What is Business Intelligence (BI)?
- Understanding data-driven decision making
- Overview of Power BI ecosystem and components

2. Getting Started with Power BI Desktop

- Installing Power BI Desktop
- Power BI interface walkthrough
- Understanding different Power BI views (Report, Data, Model)
- Connecting to data sources (Excel, CSV, Web, SQL Server, etc.)

3. Basic Data Loading and Transformation

- Introduction to Power Query Editor
- Importing and transforming data
- Removing duplicates, handling missing data, changing data types
- Appending and merging queries

4. Creating Basic Visualizations

- Understanding visualization types (bar, line, pie, map, cards, tables)
- Creating your first Power BI report
- Formatting visuals and adding titles/labels
- Introduction to slicers and filters

5. Data Relationships

- What are relationships in Power BI?
- Understanding primary and foreign keys
- Creating and managing relationships manually and automatically

6. Introduction to Power BI Terminologies

- Datasets, dashboards, reports, tiles, and workspaces
- Power BI Desktop vs Power BI Service



Module 2

DATA PREPARATION AND MODELLING

1. Advanced Power Query (ETL Process)

- Applying transformations step-by-step
- Splitting and merging columns
- Unpivoting and pivoting data
- Conditional columns and custom columns
- Using parameters and functions in Power Query

2. Data Modelling Best Practices

- Star schema and snowflake schema explained
- Building efficient data models
- Managing data relationships and cardinality

3. Introduction to DAX (Data Analysis Expressions)

- Difference between calculated columns and measures
- Syntax and logic of DAX
- Basic functions: SUM, COUNT, DISTINCTCOUNT, AVERAGE, MIN, MAX

4. Intermediate DAX Concepts

- Logical functions: IF, SWITCH
- Text functions: CONCATENATE, LEFT, RIGHT, FIND
- Time Intelligence functions: TOTALYTD, SAMEPERIODLASTYEAR
- CALCULATE and FILTER functions explained



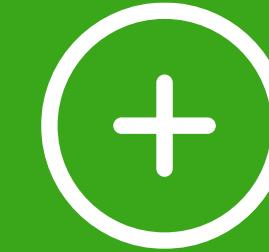
Module 3

DATA VISUALIZATION & STORYTELLING

1. **Advanced Visuals**
 - Using matrix, maps, decomposition tree, and waterfall charts
 - Custom visuals from the Power BI marketplace
 - KPI cards, gauge charts, and key influencer visuals
2. **Data Storytelling Techniques**
 - Understanding your audience
 - Designing for clarity and simplicity
 - Color theory and layout best practices
 - Using bookmarks and buttons for interactivity
3. **Dynamic Visuals and Filters**
 - Using slicers and page navigation
 - Drill-throughs and tooltips
 - Syncing slicers across pages
4. **Dashboard Design Principles**
 - Building executive dashboards
 - Real-time dashboards and KPI monitoring



Power BI



Module 4

ADVANCED ANALYTICS WITH POWER BI

1. Advanced DAX Functions

- Context transition: Row vs Filter context
- Understanding ALL, ALLEXCEPT, VALUES, and RELATED
- Advanced CALCULATE usage
- Ranking functions (RANKX)
- Dynamic titles and measures

2. Time Intelligence in Depth

- Year-over-year (YoY), Month-over-month (MoM), and Quarter-over-quarter (QoQ) comparisons

3. Analytics Features

- Forecasting and trend lines
- Clustering and grouping
- What-if analysis and parameters



Module 5

POWER BI SERVICE, AUTOMATION & PROJECT DELIVERY

1. Power BI Service Overview

- Publishing reports to Power BI Service
- Creating dashboards from reports
- Managing datasets and gateways

2. Collaboration and Sharing

- Sharing dashboards and reports securely
- App workspaces and Power BI apps
- Row-level security (RLS) for user-based access

3. Automation and Refresh

- Setting up data refresh schedules
- Using Power Automate with Power BI
- Alerts and notifications

4. Capstone Project

- End-to-end business scenario: from data import to dashboard deployment
- Presenting and storytelling with data



Module 1

POWER BI SERVICE, AUTOMATION & PROJECT DELIVERY

1. **Overview of Databases**
 - What is Data?
 - What is a Database?
 - Types of Databases (Relational vs Non-Relational)
 - What SQL is used for (CRUD operations)
 - SQL vs NoSQL
1. **Introduction to RDBMS**
 - What is RDBMS?
 - Tables, Rows, Columns, Keys
 - Popular RDBMS Tools (MySQL, SQL Server, PostgreSQL, Oracle)
3. **Setting Up SQL Environment**
 - Installing MySQL / SQL Server / PostgreSQL
 - Using GUI Tools (MySQL Workbench, SSMS, PgAdmin)
 - Connecting to a Database



Module 2

BASIC SQL OPERATIONS

1. Basic SQL Syntax

- SQL Rules & Conventions
- Case Sensitivity
- Writing clean queries

2. Retrieving Data

- SELECT
- FROM
- WHERE (Filtering records)
- Basic Comparisons (=, !=, <, >, BETWEEN)

3. Sorting and Limiting

- ORDER BY
- LIMIT / TOP

4. Basic Functions

- COUNT()
- MIN(), MAX()
- SUM(), AVG()

5. Working With Text & Dates

- UPPER, LOWER, LTRIM, RTRIM, CONCAT
- Date functions (NOW(), GETDATE(), DATEADD, DATEDIFF)



Module 3

INTERMEDIATE SQL

- 1. Grouping Data**
 - GROUP BY
 - HAVING
- 2. Joins**
 - INNER JOIN
 - LEFT JOIN
 - RIGHT JOIN
 - FULL JOIN
- 3. Working With Multiple Tables**
 - Primary Keys & Foreign Keys
 - Referential Integrity
- 4. Subqueries**
 - Subqueries in SELECT
 - Subqueries in FROM
 - Subqueries in WHERE
 - Correlated Subqueries
- 5. Data Modification**
 - INSERT
 - UPDATE
 - DELETE
 - Transactions (BEGIN, COMMIT, ROLLBACK)
- 6. Case Statements**
 - Using CASE WHEN for conditional logic
- 7. Data Constraints**
 - NOT NULL
 - UNIQUE
 - PRIMARY KEY, FOREIGN KEY
 - CHECK
 - DEFAULT



Module 4

DATABASE PROGRAMMING

1. Views

- Creating & Managing Views
- Materialized View vs Standard View

2. Stored Procedures

- Creating Stored Procedures
- Passing Parameters
- Output Parameters

3. Functions

- Scalar Functions
- Table-Valued Functions

4. Triggers

- Insert Triggers
- Update Triggers
- Delete Triggers

Industries That Employ Data Analysts

Technology and Software Companies

Finance and Banking

Healthcare and Pharmaceuticals

E-commerce and Retail

Telecommunications

Manufacturing and Production

Energy and Utilities

Government and Public Sector

Education and EdTech

Media & Entertainment



WHY TRAIN WITH US?



**Practical, Job
Ready Training**



**Industry-
Standard Tools
& Technologies**



**Expert
Instructors With
Real Experience**



**Personalized
Mentorship &
Support**



**Flexible and
Beginner-Friendly**



**Certification
That Boosts
Your CV**



**Career
Guidance &
Portfolio
Development**



**Supportive
Community**

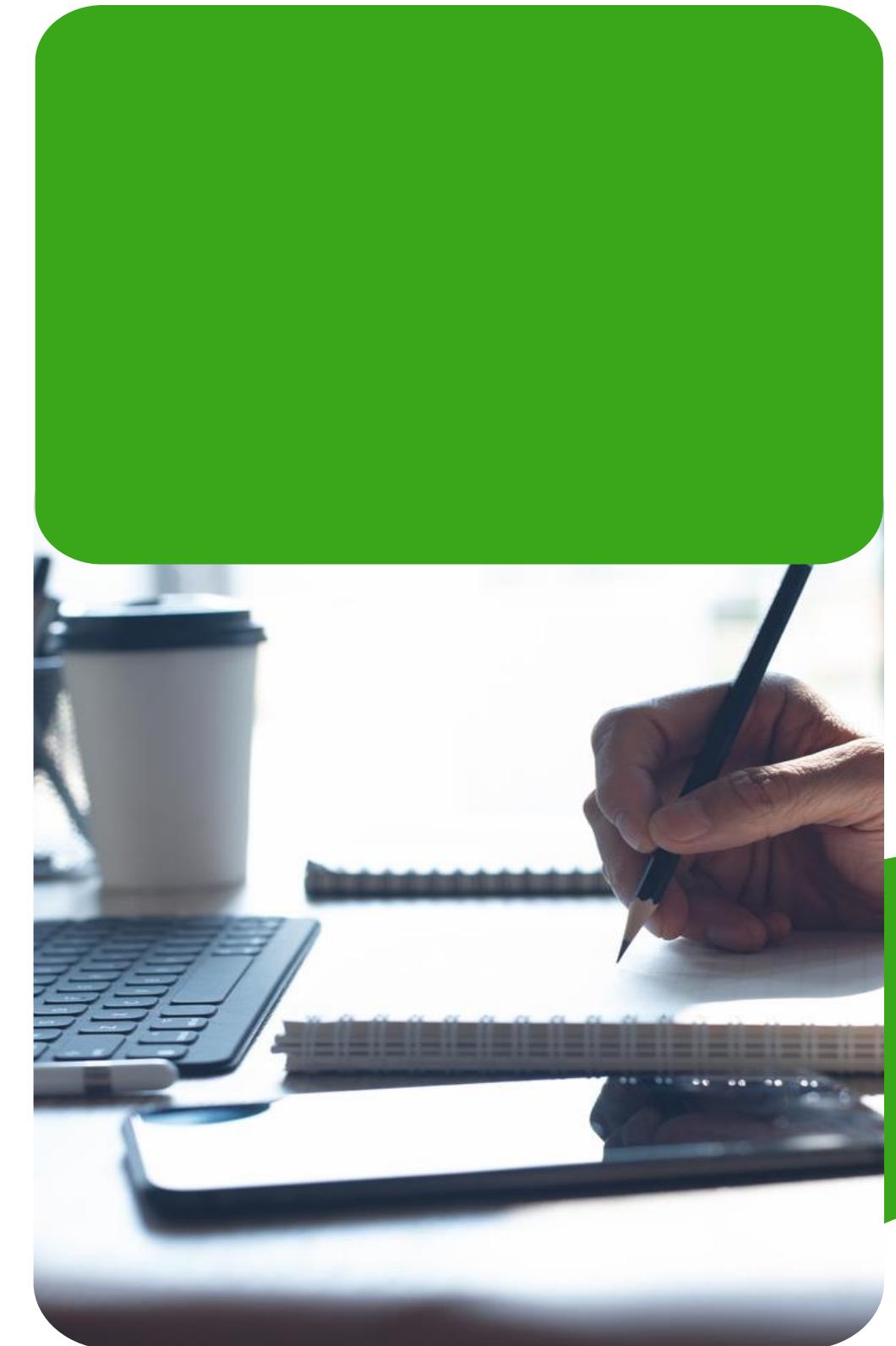


**Proven Success
Stories**



**Affordable
Quality Training**

Real world case studies



GROWTH INTERNSHIP PROGRAM





Our CEO
**Chukwuka
Chinyere**

MEET OUR FACILITATORS



**Ifeanyi
Onyechere**



**Prince
Okeke**

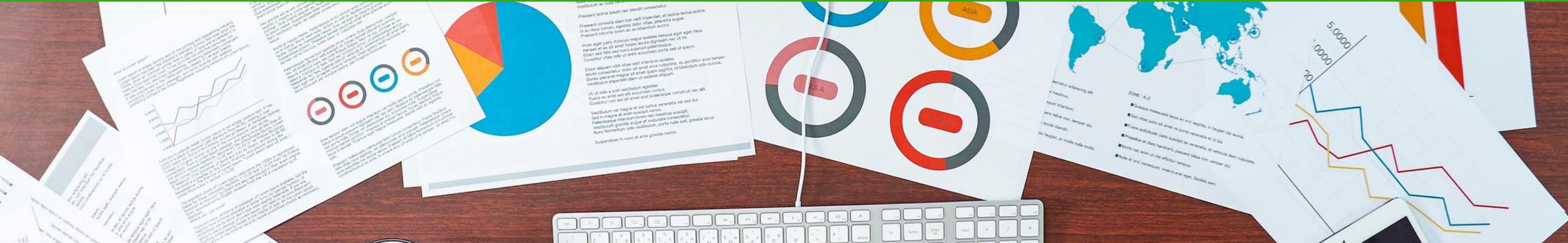


**Stephen
Azubuike**



**Alfred
David**

JOIN OUR NEXT COHORT



2026 TRAINING CALENDAR



January
10
Saturday

February
14
Saturday

March
14
Saturday

April
11
Saturday

May
09
Saturday

June
13
Saturday

July
11
Saturday

August
08
Saturday

September
12
Saturday

October
10
Saturday

November
14
Saturday

December
12
Saturday

PROGRAM FEES

Testimonial

The following are genuine testimonials that we have received from our past students who have proven the benefits of the services we have provided to them.



Sodiq



I've attended other online classes before, but Amdor Analytics stands out for me. The facilitator is engaging, the sessions are practical, and the support team is responsive. I feel like I'm part of a real community that wants me to succeed. I'm happy I made this choice



Chinasa Fabian-Ijeruh



Before joining Amdor Analytics, I had no prior tech background. Now, I can confidently analyze data and build reports. The facilitator is very supportive and always encourages us to practice. The training has made me believe that anyone can learn tech if they're in the right environment.



Chidimma Uzochukwu



It's been an eye-opening experience learning at Amdor Analytics. The way the facilitator breaks down each lesson into relatable examples makes learning easy. Even though the pace is fast sometimes, the explanations are clear, and the resources provided are excellent. I'm really grateful for this opportunity.

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