

Data Analytics.



Overview.

Do you:

*Have Data you want to understand?
Want to turn Data into Insights?
Want build Data visualisation?
Want to tell a story with Data?
W to move into the world of Data analytics
and more? Then this course is for you.*

Harness SQL, Tableau and ETL tool in Prep Builder to tell compelling stories with data. Build confidence and credibility to power insight-driven strategy on the job. This course will teach you how to use large data sets to make critical decisions. It is designed for analysts, digital marketers, sales managers, product managers, and data novices looking to learn the essentials of data analysis. You will use industry tools, Excel and SQL to analyse large real-world data sets and create data dashboards and visualizations to present your findings.

At the end of the course you will be able to:

- Confidently work with Tableau and be able to extract insights from your data and present to stakeholders.
- Create from scratch, query, and manipulate a Database
- You will be able to use Tableau to collect, clean, and analyse data sets.
- You will be able to present data-driven insights to key stakeholders using data visualization and dashboards

What to expect

The course will be delivered over 4 days 2 hours a day led by instructor virtually (zoom)

You will:

- Engage in a work-along demo and discussion
- Have the opportunity to ask questions
- Take home one or two exercises



Prerequisites

This is a beginner course, there are no prerequisites. However, feel free to do some reading and research relating to the topic.

What you will learn

Unit 1: **Data Visualisation With Tableau**

Leverage Tableau to visualize and map data, and connect data across Excel, SQL, and Tableau.

Section 1: Introduction to Tableau

- The materials you will need
- Prepare data for import into Tableau
- Navigate the Tableau interface
- What you can build on completing the course

Section 2: How to connect to your data

- Connecting to data source, e.g. csv or excel, PostgreSQL (which we will create in Unit 2)
- Joining data sources
- live data connection vs data extracts and when to use them
- Splitting, Pivoting and Transforming your data
- Data connection exercise

Section 3: Understanding the difference between Green and Blue pills

- Green pills vs Blue pills
- How Green and Blue pills affect Filters
- How Green and Blue pills affect rows and columns
- How Green and Blue pills affect colours
- How Green and Blue pills affect dates
- Quiz [exercise](#)

Section 4: Organising your date

- Setting data defaults to save time later when formatting
- Create hierarchies to drill down into your data
- Creating groups for your data
- Creating and Using Sets
- Create data filters

Section 5: Enhancing your data

- Creating calculated fields
- Combine data sources using data blending
- Creating and using Parameters

Section 6: Use colour to enhance visualisation

- Effective use of colour in data visualisation

Section 7: Add extra details to your viz with Marks

- Size
- Shapes
- Labels
- Detail
- Tooltips

Section 8: Which chart types to use?

- Bar Charts
- Lines Charts
- Scatterplots
- Heatmaps
- Histograms
- Maps
- Dual Axis Charts
- Pie Charts

Section 9: Use visual analytics to find answers in your data

- Adding annotations to your viz
- Add reference lines, trend lines and forecasting

Section 10: Create interactive dashboards

- Adding interactivity with actions
- Dashboard layout and formatting

Unit 2: Database Fundamentals

Harness the awesome power of SQL to handle large data sets, reduce redundancy, better management of your data and more with real world problems.

Section 1: Introduction

- What is a Database

Section 2: Setting up Databases

- Create databases
- Create tables
- Data types
- Constraints
- Insert Values

Section 3: Database manipulation

- Updating
- Deleting
- Querying (SELECT, FROM, WHERE, and
- DISTINCT SELECT)
- Work with logical and comparison operators
- Creating Views and its advantage
- SQL commenting
- ORDER BY
- GROUP BY
- JOINS
- Importing and Exporting data

Cost:

Full Cost

£450

Instalment Plan

You can make payment over two instalments

Dates and Time

Every Saturday

11.00am – 13.00pm

Starting

07/11/2020

Course duration

Taught over 4 – 5 weekends

Venue

Zoom

Sign up

To sign up is easy, simply email us the date you would like to to start the course and we will arrange your zoom logins.