

Master Real-World Skills in Data & Analytics

# Data Analytics Program

Ph- +91 9004939659 | Email - contact@statify.digital

## ABOUT STATIFY.DIGITAL

At **Statify.Digital**, we believe that **data is more than just numbers** — it's the story of how the world works. Our mission is to empower individuals with the ability to **read**, **shape**, **and lead through that story**.

We exist for the curious minds who ask "why" behind every trend, and for the ambitious souls who don't just want a job — they want to make decisions that **move companies**, **communities**, **and cultures forward**.

In a world where algorithms define direction and insights fuel innovation, we bridge the gap between **learning and real-world doing**.

We don't just teach skills.
We build thinkers, analysts, and creators who understand the why behind the how.

YOU DON'T NEED TO COME FROM DATA TO LEAD WITH IT. YOU JUST NEED THE RIGHT PLACE TO START.

# Why Choose Data Analytics?

In every decision — from what products to build to how cities are designed — **data is the silent driver**. But data alone isn't enough. What matters is the ability to **translate raw information into clear, meaningful action**.

That's where **Data Analytics** comes in.

In a world that's flooded with information, those who can sift through noise, spot patterns, and turn insights into impact are the ones who lead — in business, in policy, in innovation

# Here's why Data Analytics is a game-changer:

### ·High demand, low supply

Companies in every sector are looking for data-savvy talent, and the demand is only growing.

#### ·Career-flexible

Data analytics applies to marketing, finance, healthcare, tech, retail, policy — almost every field.

### Problem-solving power

Learn how to frame questions, find answers, and influence decisions — using evidence, not opinion.

### Future-proof skills

As AI and automation rise, analytics remains a core human skill: **understanding**, **questioning**, **interpreting**.

### ·Real impact

Data analysts don't just report numbers — they shape outcomes.

At Statify.Digital, we don't just teach tools —we train you to think in data.

# **CURRICULUM**

# 1. Python for Data

- Basics: Variables, functions, loops, OOPs
- APIs & Modules
- Automation & scripting

## 2. SQL & Databases

- SQL queries: SELECT, JOINs, subqueries
- Real-world relational data modelling
- MySQL & hands-on project datasets

# 3. Statistics & Machine Learning

- Descriptive & inferential statistics
- Regression, classification, clustering
- Time series analysis & real ML projects

# 4. Excel for Analysts

- Formulas, pivot tables, data validation
- Dashboard creation & What-If analysis
- Excel logic for decision-making

## 5. Power BI Visualization

- Data loading, transformation, modelling
- DAX, slicers, KPIs & storytelling dashboards
- Publishing & custom visuals

# 6. AWS for Data Analytics

- S3, Lambda, Glue, Redshift, QuickSight
- Data lakes & analytics architecture
- Building scalable cloud pipelines

# 7. Project Management

- CRISP-DM, Agile, and Scrum
- Planning, execution, and delivery of data projects

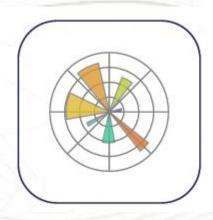
## 8. Capstone Projects

- Real datasets from business, retail, finance, and aviation
- Deployable, portfolio-ready projects
- Reviewed by industry mentors
- PEach module is taught through applied projects, not just theory.

# **TOOLS COVERED**



**Python** 



Matplotlib



Seaborn



**Power BI** 





NumPy



Scikit-learn



SQL



**AWS** 



Agile

## **TOOLS COVERED**

### **Programming & Data Analysis**

- Python Data handling, automation, scripting, APIs
- •Jupyter Notebook Clean, readable data science workflows

# Spreadsheets & Business Analytics

Microsoft Excel – Functions, pivot tables, what-if analysis, dashboards
Google Sheets – Cloud-based collaboration & spreadsheet logic

### **Databases & Querying**

**MySQL** – Query writing, joins, subqueries, schema design

**SQL Server** – Enterprise-grade database practice

### **Data Visualization**

**Power BI** – Dynamic dashboards, DAX, storytelling with visuals

**AWS QuickSight** – Cloud-native visual analytics

### **Cloud & Big Data Tools**

Amazon S3 – Scalable cloud storage

AWS Lambda – Serverless data processing

AWS Glue – ETL and data pipeline building

Amazon Redshift – Data warehousing and analytics

Amazon Athena – SQL-based querying on cloud datasets

### **Machine Learning Libraries**

Scikit-learn – ML models like regression, clustering, classification

Pandas / NumPy – Data manipulation and computation

Matplotlib / Seaborn – Charts, graphs, and exploratory analysis

### **Project & Workflow Tools**

**Git & GitHub** – Version control, code collaboration **Agile, CRISP-DM, Scrum** – Frameworks for real-world data projects

## **PROGRAM HIGHLIGHTS**

## Structured, Step-by-Step Learning

Begin with the basics, build strong foundations, and progress into advanced, applied data analytics — even if you're starting from zero.





### Tool-Based, Practical Training

Learn the most in-demand tools used by analysts across the world:

**SQL, Power BI, Excel, Python, AWS**, and more — through real business data and simulations.

### **Job-Focused Curriculum**

Every topic is selected to match **what employers actually look for**.

You won't just learn concepts — you'll learn how to apply them in real projects, reports, and dashboards.





## **Capstone & Portfolio Projects**

Build and deploy **end-to-end data solutions** using real-world datasets.

You'll graduate with a project portfolio that proves your skills to recruiters.

## 1-on-1 Mentor Support

You're never learning alone. Get direct guidance, personalized feOlive@dp123edback, and resume reviews from industry professionals and data mentors.





## Career-Ready Enhancements

Resume building, LinkedIn optimization, mock interviews, and portfolio polishing — we help you become discoverable, hireable, and confident.

### **Certifications That Matter**

Receive a **certificate of completion + verified project badges** that can be added to your LinkedIn and resume for instant visibility.



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# THANK YOU.

Contact Us & Enroll now

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