



Master Real-World Skills in Data & Analytics

# Data Analytics Program

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# 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

💡 **Each module is taught through applied projects, not just theory.**



# TOOLS COVERED



**Python**



**Matplotlib**



**Seaborn**



**Power BI**



**Microsoft Excel**



**NumPy**



**Scikit-learn**



**SQL**



**AWS**



**Agile**

# TOOLS COVERED

## Programming & Data Analysis

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

## Databases & Querying

- MySQL** – Query writing, joins, subqueries, schema design
- SQL Server** – Enterprise-grade database practice

## Spreadsheets & Business Analytics

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

## 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 feedback, 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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