



# Geeks Analytics

## Job Oriented Programme

## Data Analytics

*"Your Mentor. Your Learning. Your Success"*

2026

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# PROGRAM OVERVIEW

## About the Program

The Geeks Analytics Job Oriented Programme in Data Analytics is designed to transform beginners into job-ready analysts using customized learning, real-world projects, and AI-based workflows.

## Why We Are Unique?

**We are the ONLY organization offering a true JOB ORIENTED Programme**

- Personalized learning pace
- Full attention
- Faster mastery
- Custom feedback
- High clarity and confidence
- **Money Back Guarantee**
- **Brilliant Talent to get a chance for securing permanent position with Geeks Analytics**





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# MODULES & CURRICULUM

Microsoft Excel  
Data Analytics

Microsoft SQL Server  
(Intermediate + Advanced)

Bonus Modules    
Gen AI + AI for Analysts

Python Basics  
Analytics

Microsoft Power BI  
(Business Intelligence)





# Microsoft Excel



## 1. Beginner Level

### *Get Comfortable with Excel Essentials*

- Introduction to Excel Interface
- Workbook & Worksheet Management
- Basic Data Entry & Formatting
- Basic Formulas: SUM, AVERAGE, COUNT
- Sorting & Filtering
- Basic Charts (Bar, Line, Pie)

## 2. Intermediate Level

### *Build Analytical skills with Stronger Functions*

- Conditional Formatting
- Data Cleaning Techniques
- Text Functions: LEFT, RIGHT, MID, TRIM
- Logical Functions: IF, AND, OR, NOT
- Lookup Functions: VLOOKUP, HLOOKUP
- Tables & Data Validation
- Intermediate Charts + Design Principles

## 3. Advanced Level

### *Industry-level Analytics & Reporting*

- Advanced Lookups: INDEX-MATCH
- Advanced Formulas: XLOOKUP, XMATCH
- Array Formulas (Dynamic Arrays)
- Advanced Conditional Functions
- Working with Dates & Times
- What-If Analysis (Goal Seek, Scenario Mgr)
- Pivot Tables & Pivot Charts
- Advanced Sorting & Filters
- Named Ranges + Indirect Functions

## 4. Dashboarding & Reporting

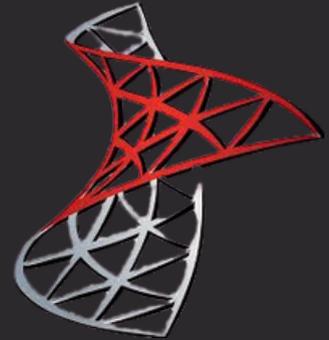
### *Dashboarding & Reporting*

- Convert data into insights
- KPI Tracking
- Slicers & Timelines
- Interactive Dashboards
- Design Best Practices
- Building a Complete Business Dashboard





# Microsoft SQL SERVER



## 1. Beginner Level

### *Build your Foundations in SQL*

- Introduction to SQL Server & SSMS
- Understanding Databases, Tables, Schema
- Basics of SQL Syntax
- DDL, DML, DQL (Create, Insert, Select, Update, Delete)
- Filtering Data (WHERE)
- Sorting (ORDER BY)
- Basic Functions: COUNT, SUM, AVG, MIN, MAX
- Simple Queries on Real Datasets

## 2. Intermediate Level

### *Professional SQL Queries & Analyze Real Data*

- Joins (INNER, LEFT, RIGHT, FULL)
- Subqueries (Single & Multi-level)
- Common Table Expressions (CTEs)
- Grouping Data (GROUP BY, HAVING)
- String Functions (LEN, CONCAT, SUBSTRING)
- Date & Time Functions
- Case Statements & Conditional Logic
- Views (Creating & Managing)
- Working with Multiple Tables
- E-commerce / HR / Finance analysis case studies

## 3. Advanced Level

### *Master complex SQL Workflows Real Data*

- Window Functions (ROW\_NUMBER, RANK, DENSE\_RANK)
- Aggregate Window Functions
- Stored Procedures (Create, Execute, Parameters)
- User-Defined Functions
- Indexing & Performance Improvement
- Query Optimization Techniques
- Transactions & ACID Concepts
- Error Handling & TRY-CATCH
- Database Design Fundamentals





# BASICS OF PYTHON



## 1. Beginner Level

### *Learn the Fundamentals of Python Programming*

- Introduction to Python & Installation
- Understanding Jupyter Notebook / VS Code
- Python Syntax, Variables & Data Types
- Operators & Basic Expressions
- Conditional Statements (if/else)
- Loops (for, while)
- Functions (definition, arguments, return)
- Lists, Tuples, Sets & Dictionaries
- Basic String Manipulation
- Writing simple programs & scripts

## 2. Intermediate Level

### *Build working knowledge needed for Analytics & Automation*

- File Handling (read/write CSV, TXT, JSON)
- Exception Handling
- Lambda, Map, Filter, Reduce
- List Comprehension
- Modules & Packages
- Working with Dates & Time
- Virtual Environments
- Introduction to Pandas
- DataFrames
- Loading & cleaning datasets
- Handling missing values
- Sorting, filtering, grouping
- Introduction to NumPy
- Matplotlib/Seaborn (basic plots)
- Real datasets mini-projects

## 3. Advanced Level

### *Become Job-ready with Deep Data processing & business projects*

- Advanced Pandas Operations
- Merging & joining datasets
- Pivot tables
- Advanced groupby
- Apply functions
- Data transformation pipelines
- NumPy Advanced Concepts
- Exception + Error Handling Patterns
- Working with APIs
- Web scraping basics (requests, BeautifulSoup)
- Intro to Object-Oriented Programming (OOP)
- Automating daily tasks with Python
- Building Python analytics scripts
- Exploratory Data Analysis (EDA) project
- Integrating Python with SQL & Excel





# MICROSOFT POWER BI



## 1. Beginner Level

***Learn the Basics of Power BI & start building Simple Reports***

- Introduction to Business Intelligence
- Understanding Power BI Interface
- Importing Data (Excel, CSV, SQL Server)
- Basics of Power Query
- Data Cleaning (Remove Duplicates, Replace Values)
- Creating Simple Visualizations
- Bar Chart, Line Chart, Pie Chart
- Slicers & Filters
- Formatting Visuals Professionally
- Building Your First Report

## 2. Intermediate Level

***Build Structured, Business-Focused Dashboards with Real Datasets***

- Data Modeling Basics
- Star Schema
- Relationships
- Cardinality
- Intermediate Power Query Transformations
- Introduction to DAX
- Calculated Columns
- Measures
- Basic DAX: SUMX, AVERAGE, COUNTROWS
- Working with Time Intelligence
- Bookmarks & Buttons
- Custom Visuals
- Designing Interactive Dashboards
- HR / Sales / Marketing Use Cases
- Publishing Reports to Power BI Service

## 3. Advanced Level

***Master BI Automation, Advanced DAX & Enterprise-Grade Dashboards***

- Advanced DAX (CALCULATE, FILTER, ALL, REMOVEFILTERS)
- DAX Optimization Techniques
- Advanced Time Intelligence (YoY, QoQ, MTD, YTD)
- Advanced Data Modeling
- Row-Level Security (RLS)
- Role-based Access Control
- Key Influencer Visualization
- Drill-throughs, Tooltip Pages, Navigation Pages



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# PROJECT & PORTFOLIO



## PROJECTS

#1

Hands-On Projects You Will Build  
Capstone Project (Mentor Assigned)

## PORTFOLIO DELIVERABLES

#2

4-5 Real Projects  
Capstone Documentation  
Resume-Ready Achievements



## MOCK INTERVIEWS

#3

Mock Up Interviews by Mentors  
Job Ready Assessments & Certifications  
Referrals in Job Openings



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# CAREER SUPPORT

## *Career Growth & Placement Assistance*

- LinkedIn Optimization
- Resume Rebuild
- GitHub Improvement
- HR + Technical Mock Interviews
- Internship & Job Referrals
- 1:1 Career Guidance Sessions

## **EXTRA BENEFITS:**

- ✓ Lifetime access to content
- ✓ Flexible learning pace
- ✓ Mentor feedback calls
- ✓ Data Analyst Master's Certificate
- ✓ Job Assistance till you get hired
- ✓ Moneyback Guarantee



✓ **PROVE YOUR BRILLIANCE** and step into a PERMANENT POSITION with **GEEKS ANALYTICS**



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# FEES & ENROLLMENT

*Program Fees (Job Oriented Programme in Data Analytics)*

*Duration:08-12 Weeks (Flexible Pace)*

**Course Fee: ₹50000- INR/- (MONEY BACK GUARANTEE)**

Why Us?	Others	Geeks Analytics
Personalised Mentorship	✗	✓
1:1 Doubt Clearing Session	✗	✓
1:1 Interview Preparation	✗	✓
1:1 Project Engagement	✗	✓
Job Ready Preparation /Referrals	✗	✓
<b>WE NEED YOU</b>	✗	✓

NOTE: PRICE MENTIONED ABOVE IS FOR 1 ENROLLMENT AND NON- REFUNDABLE





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# Scheduled Roadmap

Phase 01



Week 1



EXCEL LIVE SESSIONS



Week 2



EXCEL PROJECT & DOUBTS

Phase 02



Week 3



SQL LIVE SESSIONS



Week 4



SQL PROJECT & DOUBTS

Phase 03



Week 5



PYTHON LIVE SESSIONS



Week 6



PYTHON PROJECT & DOUBTS

Phase 04



Week 7



POWER BI LIVE SESSIONS



Week 8



POWER BI PROJECT & DOUBTS

Phase 05



Week 9



GEN AI & AI BONUS  
CAPSTONE PROJECT



Week 10



RESUME BUILDING  
MOCK INTERVIEWS





**GEEKS ANALYTICS**

# Have Questions? Contact Us



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