

IN PARTNERSHIP WITH **Upright**

# Data Analytics Bootcamp

Program Syllabus

Career Bootcamp

**16 Weeks**

Online, Flexible

**Part-Time**



## Why Data Analytics?



**Data analytics** is a rapidly growing field with tremendous potential. Data analytics is the process of **collecting, analyzing, and utilizing data** to gain insights and make informed decisions.

The primary benefit is that it offers a wide range of job opportunities. Data analysts can work in a variety of roles, from **business intelligence** and **analytics** to **data engineering, machine learning,** and more.

Finally, data analysts often **command higher salaries** and benefit from performance-based **bonuses** and other incentives.

### Starting Out

First Job Title

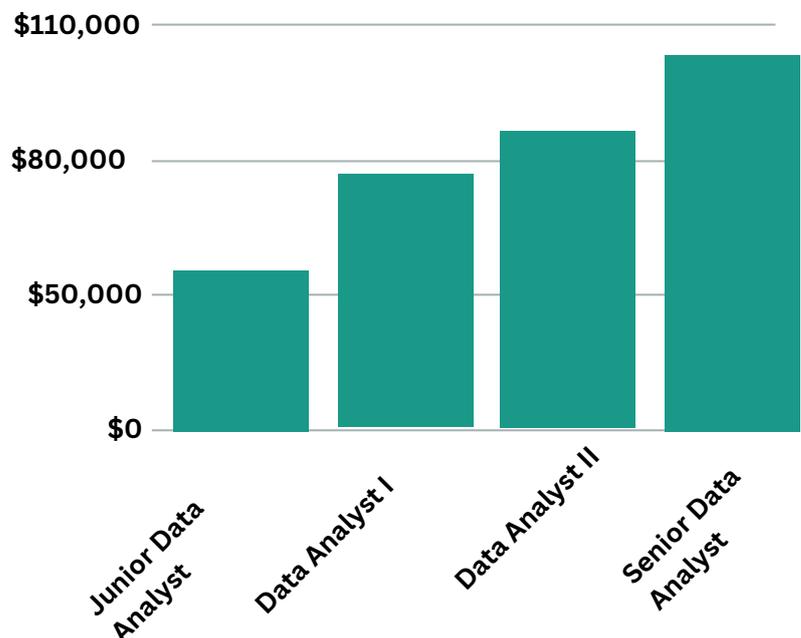
**Junior  
Data  
Analyst**

U.S. Average Salary

**\$54,076**

Data from ZipRecruiter, 2023

### Career Trajectory



## How You Will Learn



### Professional Mentorship

You will be paired with an expert mentor that will guide you through our job-ready curriculum, which includes over 320 learning hours in the form of industry mentorship, lessons, challenges, assignments, projects, and labs.

### Flexible Online, Learning

- Part-Time
- 1:1 Mentorship
- 15 - 20 Hours / Week
- 16-Week program
- 320 Hours of Learning

### Unlimited Career Support

Unlimited career support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

### Practical-Application Learning

Individual exercises allow you to apply the knowledge and skills learned to real-world scenarios. Your capstone project will be sponsored by a client from a real company.



# What You Will Learn

## Syllabus Overview

### Pre-Work: Introduction Data Analytics

This course will provide learners with an overview of the fundamentals of data analytics. Learners will learn about the different types of **data** and **data sources**, as well as the significance and benefits of **data analysis**, and how to make **data driven decisions**. The course will introduce learners to the principles of data analytics and explore the ways in which data can be used to inform decisions and **improve business processes**.

#### Skills

Decision Making

Communication

Expectation Management

### Unit 1: Tools for Business Analytics

This course provides an introduction to the fundamentals of **business analytics** and the tools used to **analyze data**. Learners will learn to use various software packages, such as **Microsoft Excel, Tableau, R and Python**, to access, organize and manipulate data. By the end, learners will be able to use their knowledge of business analytics tools to make **data-driven decisions** and optimize their organization's performance.

#### Skills

Business Intelligence

BI Tools

Data Manipulation

Data Mining

# What You Will Learn

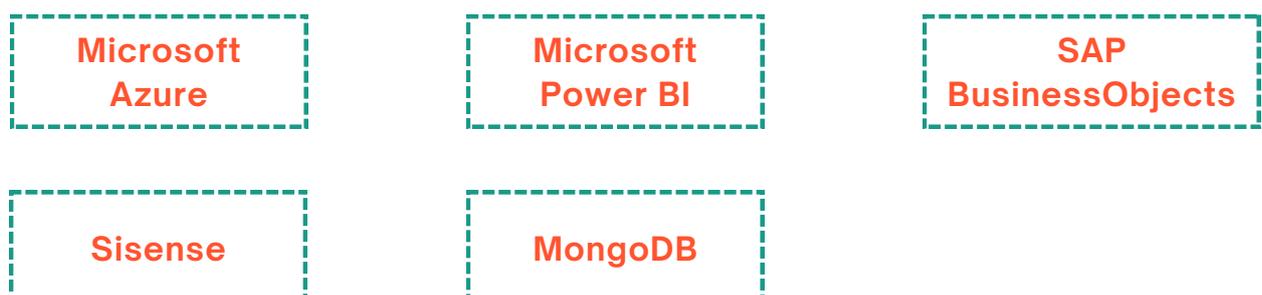
## Unit 2: Databases Management and Analysis

This course introduces the principles of managing and analyzing data in databases. The course covers the fundamentals of **database design, normalization, and query optimization**. Learners will learn how to use **Structured Query Language (SQL)** to create, modify, and query databases. Learners will learn about the different types of databases, such as **relational, NoSQL, and Big Data**, as well as the tools and techniques used to build and maintain databases. The course is designed to provide a comprehensive overview of the concepts, techniques, and tools used to manage and **analyze data** in a **database**. By the end, learners will have a solid understanding of the fundamentals of **database management** and analysis and will have the skills to design, query, and analyze data in a database.

### Skills



### Tools



# What You Will Learn

## Unit 3: Data Visualization

This course will provide an introduction to the principles and techniques of **data visualization**. Learners will learn to create **compelling visualizations** that communicate complex data in a clear and compelling way. The course will cover topics such as **data types**, **data preparation**, **data exploration**, data visualization techniques, and the use of software tools. Learners will become familiar with the **design process** and will be able to create **effective visualizations**. The course is intended for learners who want to gain an understanding of data visualization and how to use visualizations to inform decisions.

### Skills

Data Mapping

Visual Design

Design Principles

Design Thinking

Data Cleaning

Information Architecture

### Tools

Google Charts

D3

React-vis

GGlot2

Leaflet

# What You Will Learn

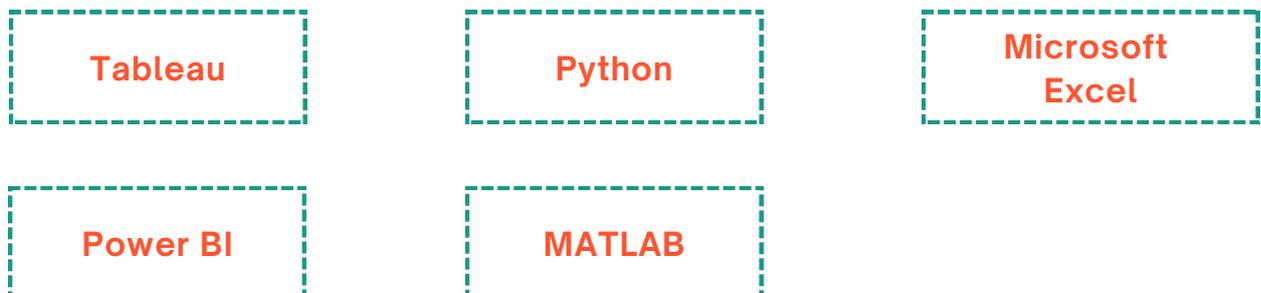
## Unit 4: Data Analysis

Throughout the course, learners will learn the fundamentals of **data analysis** including **data collection, cleaning, exploration, visualization**, and more. Learners will be exposed to various methods of data analysis and will be able to apply them to real-world problems. The course will cover a wide range of topics including **descriptive statistics, probability, regression, hypothesis testing**, and presenting and **communicating data**. By the end, learners will be able to confidently analyze data, draw meaningful conclusions from it, and apply the skills and knowledge they have acquired to their own projects.

### Skills



### Tools



# What You Will Learn

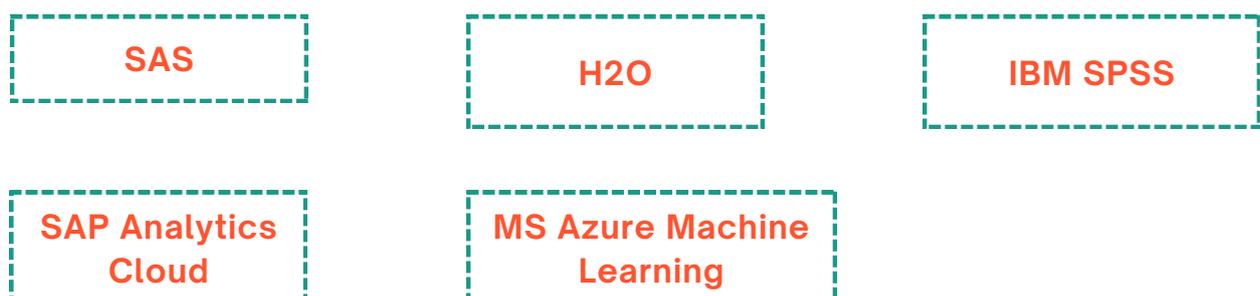
## Unit 5: Predictive Analytics and Machine Learning

This course is designed to provide learners with the skills to develop **predictive models** and understand **machine learning algorithms**. Learners will learn how to collect, analyze, and interpret data to find meaningful insights for **decision making**. The course will cover concepts such as **supervised** and **unsupervised learning**, **regression** and **classification models**, data preprocessing, feature engineering and hyperparameter tuning. It will also cover popular **algorithms** such as **decision trees**, **support vector machines** and **neural networks**. Through a combination of theory and practical exercises, learners will gain an understanding of how to create and deploy predictive models for various applications. By the end, learners will have the skills to develop, evaluate and **deploy predictive models** to drive business decisions.

### Skills



### Tools



# Career Development

Career workshops provide you with a framework to identify your post-bootcamp career goals and a 360-degree strategy to achieve them. Whether you have questions about an upcoming interview or need some help with your resume, one-on-one sessions provide you with an opportunity to get direct feedback from a career professional.

## **1:1 Coaching**

Unlimited career support until you land a job. Work 1:1 with a dedicated career coach to identify your career goals and create a personalized strategy to achieve them.

## **Interview Prep**

Getting an interview is the first step to getting hired. Learn how to navigate these tricky conversations and prepare for technical interviews.

## **Resume, LinkedIn, & Cover Letter**

Learning how to represent yourself on your resume, cover letter, and online is crucial to giving potential employers an accurate and enticing first impression of your skills and capabilities.

## **Compensation Negotiation**

Negotiating your salary can be an uncomfortable situation. Professional coaching helps you learn the best strategies to negotiate fair compensation when discussing an offer.

## Contact Us

If you have any questions about the program or the admissions process, feel free to get in touch using the email address below or give us a call. You can also apply directly via our website.

### **Need help or have questions?**

Contact our team at Upright.

[admissions@uprighted.com](mailto:admissions@uprighted.com)

Or, give us a call:

**+1 802 242-0561**