



**START YOUR  
DATA ANALYTICS  
CAREER TODAY!!**

**CREDO SYSTEMZ**

**Data Analytics  
Program**

# Capstone Projects :

Real Time Business Scenario using  
Data Analytics



## Sales Data Analysis

Analyze sales data to identify trends, seasonality, and factors affecting revenue.



## Customer Segmentation

Use clustering techniques to group customers based on buying behavior or demographics.



## Marketing Campaign Analysis

Evaluate the effectiveness of marketing campaigns by analyzing conversion rates and ROI.



## Social Media Sentiment Analysis

Analyze social media posts or reviews to determine public sentiment about a brand or product.



## Financial Data Analysis

Analyze stock prices, financial statements, or market trends to identify investment opportunities.



## Website Traffic Analysis

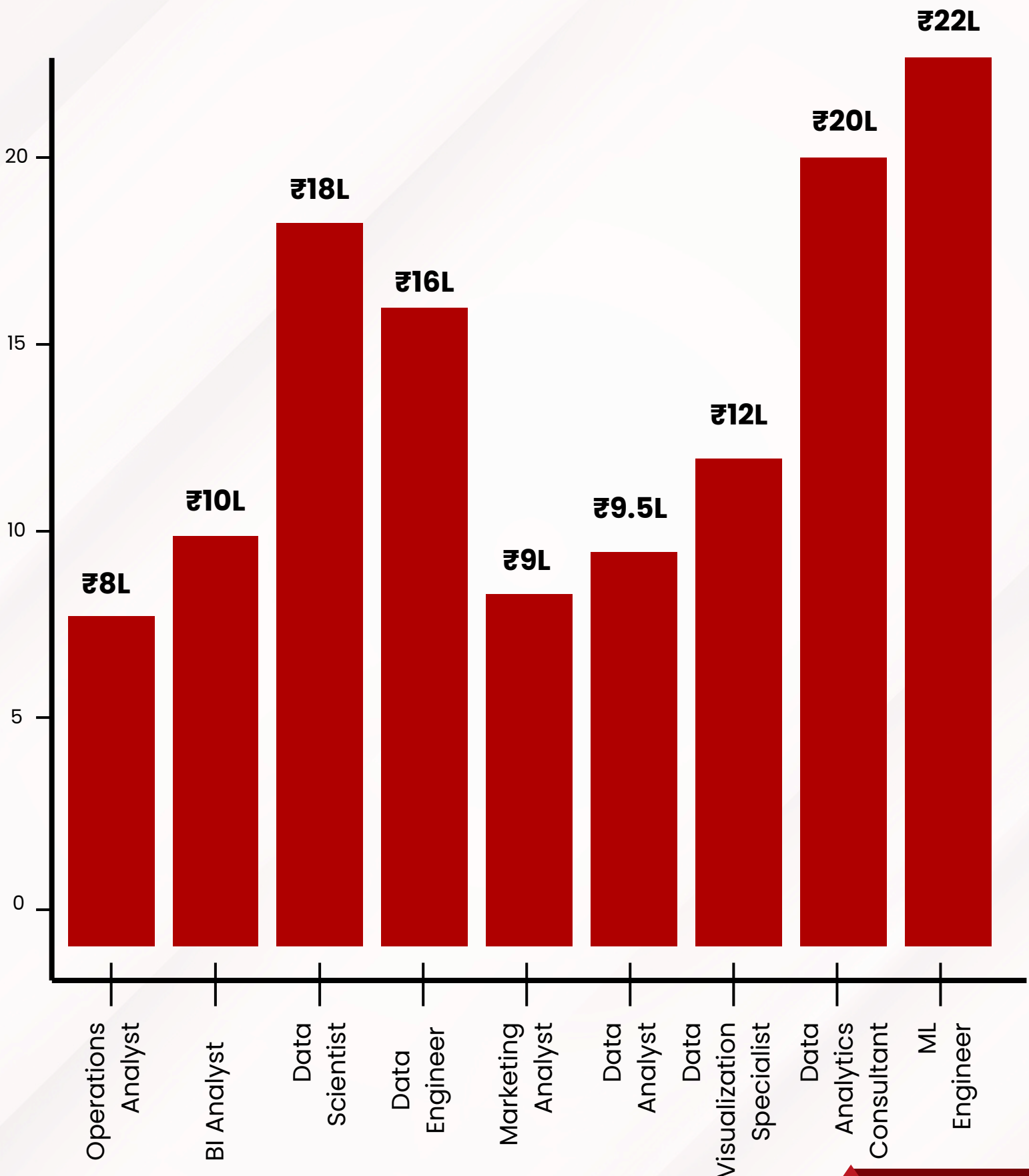
Analyze website visitor data to understand user behavior and improve user experience.





# Data Analytics

## Opportunities & Demand



# DATA ANALYTICS COURSE SYLLABUS

## Phase 1:

### Excel – Basics to Advanced



- Introduction to Excel
- Understanding Cell Referencing
- Basic Arithmetic and Logical Operations
- Data Cleaning and Formatting
- Data Validation & Drop-downs
- Flash Fill and AutoFill
- Functions and Formulas
- Array Formulas & Dynamic Arrays (FILTER, SORT, UNIQUE)
- Pivot Tables and Charts
- Slicers and Timelines for Interactive Filtering
- Conditional Formatting
- Dynamic Formatting Based on Cell Value or Date
- Dashboard Creation
- Combining Charts, KPIs, and Sparklines
- Linking Pivot Tables with Slicers
- Introduction to Macros and VBA
- Workbook Protection and Data Security

## Hands-on Practical Exercises

- Clean and Analyze Raw Sales Data
- Create Interactive Employee Dashboard
- Monthly Report Automation using Formulas and Pivot Tables
- KPI Dashboard for Marketing Metrics

## Phase 2:

### SQL



- Introduction to oracle database
- Introduction to RDBMS (MySQL, PostgreSQL, SQL Server)





- Understanding Tables, Rows, Columns
- SQL Syntax, Case Sensitivity, Comments
- SQL Commands
- Using Aliases
- Filtering and Logic
- Aggregations & Grouping
- Difference between WHERE vs HAVING
- Joins – Inner Join, Left Join, Right Join, Full Outer Join, Self Join, Cross Join
- Subqueries & Nested Queries
- Window (Analytic) Functions
- Data Manipulation Language – DML ➤ Data Definition Language – DDL
- Time Series Analysis
- Revenue Analysis with Filters and Joins
- Customer Segmentation using SQL

## ● Hands-on Practical Exercises

- Create & Query a Sales Database
- Build a Regional Revenue Report
- Customer Insights
- Employee Performance Ranking

## ● Phase 3: Statistics

- Importance of Statistics in Data Analytics
- Descriptive Statistics: – Mean, Median, Mode, Range, Variance, Std. Deviation Data Summarization
- Data Visualization
- Using Visualizations for Outlier Detection
- Probability Concepts
- Types of Events
- Addition & Multiplication Rules
- Conditional Probability
- Probability Distributions



- Central Limit Theorem
- Inferential Statistics
- Hypothesis Testing
- Correlation and Regression
- Exploratory Data Analysis with Statistics

## ● Hands-on Practical Exercises

- Customer Satisfaction Analysis
- Ad Spend vs Sales
- Product Quality Check
- Delivery Time Comparison

## ● Phase 4: Power BI



- Introduction to Power BI
- Installing Power BI Desktop
- Power BI Interface
- Data Loading
- Importing Data from Various Sources
- Understanding Power BI File Types
- Power Query – Data Transformation
- Cleaning and Shaping Data
- Filtering and Sorting Data
- Unpivoting and Pivoting Data
- Data Modeling
- Creating Date Table & Time Intelligence
- DAX
- Basic DAX Functions: – SUM, COUNT, DISTINCT, AVERAGE
- Logical Functions
- Aggregation and Filter Functions
- Data Visualization
- Creating Basic Charts: Bar, Column, Line, Pie, Donut
- Advanced Charts: TreeMap, Funnel, Waterfall, Gauge, KPI

- Slicers and Filters
- Dashboard and Report Design
- Power BI Service
- Row-Level Security

## ● **Hands-on Practical Exercises**

- Customer Segmentation Report
- E-commerce Product Performance
- Marketing Campaign Analysis
- Sales Dashboard

## ● **Phase 5:** **Python**



- Introduction to Python
- Why Python for Data Analytics?
- Python Syntax and Code Structure
- Arithmetic & Logical Operators
- Conditional Statements
- Loops & Functions
- Error Handling
- Data Structures in Python
- NumPy – Numerical Python
- NumPy Arrays vs Lists
- Statistical Functions: mean(), std(), sum()
- Pandas – Data Handling Library
- Visual EDA with Pandas
- Indexing, Filtering, and Slicing
- GroupBy and Aggregations
- Sorting, Renaming Columns
- Data Cleaning and Preparation
- Data Visualization with Python
- Statistical Analysis with Python





## ● Hands-on Practical Exercises

- Analyze sales data to find top-performing products
- Clean messy customer data and find duplicates
- Segment customers by spending habits using Pandas
- Automate data reports using Python scripting



We offer a **customized** Data Analytics course syllabus designed to align with your career goals whether you're aspiring to become a Data Analyst, Business Intelligence professional, Data Science and AI-driven analytics.

Contact us now to get your customized syllabus!  
**+91 98844 12301**



# SKILLS AND TOOLS

## Tools Covered

Tableau



SQL



Power BI



Python



Jupyter  
Notebook



Google  
Analytics



Excel



## Skills Covered

Data Cleaning  
& Preprocessing



Exploratory Data  
Analysis (EDA)



Data Visualization &  
Dashboard Creation



Statistical Analysis &  
Insights Derivation



Business Intelligence  
Reporting



# PLACEMENT SUCCESS STORIES

Designation  
.....

Company

Package



Harini. S

**Data Analyst**

**Tech  
Mahindra**

**8.5 LPA**



Kanagavali

**Data Engineer**



**9.5 LPA**



Sadasivam

**Data Visualization  
Specialist**



**10.8 LPA**



Prakash

**Marketing Analyst**



**12.8 LPA**



Augustin

**Data Scientist**



**18.2 LPA**



Merlin. J

**Machine Learning  
Engineer**



**22.2 LPA**





# OUR HIRING PARTNERS



# Earn your Data Analytics Course Completion Certificate

Credo Systemz's certificate is highly recognized by  
30K Global companies around the world.



# WHAT OUR **TRAINEE** SAYS?



**Sai Shankar**

**4.2** ★★★★★

I have done my Data analytics with python course at Credo Systemz OMR. As a fresher, i have learned a data analytics from scratch. Now i got job as a data analyst in chennai. I highly recommend!



**Feroz Khan**

**5.0** ★★★★★

The Data Analytics training at Credo Systemz was comprehensive and hands-on. After the course, I was able to secure a job as a Data Analyst within 2 months!



**Abhinaya. S**

**4.1** ★★★★★

Credo Systemz offers an excellent curriculum that covers all key tools. The supportive environment and doubt clearing sessions made learning very effective.



**Malathi. S**

**4.9** ★★★★★

The instructors at Credo Systemz are very knowledgeable and approachable. Placement assistance was a great bonus that helped me land interviews with top companies.



**Jayashree**

**4.8** ★★★★★

I liked the practical approach at Credo Systemz. The trainers also shared insights on interview preparation which boosted my confidence.



**Joseph. S**

**4.5** ★★★★★

The Data Science course at Credo Systemz was excellent! Great support and real-time projects made the learning experience valuable. Highly recommend!





# CHENNAI

## VELACHERY

New # 30, Old # 16A, Third Main Road, Rajalakshmi Nagar, Velachery, (Opp. to Murugan Kalyana Mandapam), Chennai – 600 042.



+91 98844 12301

## OMR

Plot No.8, Vinayaga Avenue, Rajiv Gandhi Salai, (OMR), Okkiampettai, (Behind Okkiyampet Bus Stop) Chennai – 600 097.



+91 96001 12302

# OVERSEAS

## USA

Houchin Drive, Franklin, TN –37064. Tennessee

## UAE

Sima Electronic Building, LLH Opposite, Electra Street – Abu Dhabi