



QUILLANCE INFOTECH PVT LTD.

Data Analytics

The Quillance Data Analytics Program is a complete beginner-to-advanced training program designed to help learners master data analysis, visualization, reporting, dashboard development, business intelligence, and data-driven decision-making used by modern companies and organizations worldwide.



Program Overview

What You Will Learn

- Understand data analysis and business intelligence concepts
- Learn Excel, SQL, Python, and Power BI tools
- Analyze business performance and customer trends
- Build dashboards and visualize business data
- Understand predictive analytics and reporting workflows
- Work with real-world datasets and analytics projects

Career Opportunities

After completing this program, learners can apply for roles such as:

- Data Analyst
- Business Analyst
- Reporting Analyst
- Business Intelligence Associate
- Data Visualization Associate
- Analytics Intern

Live Projects You'll Build

- **Project 1 – Sales Analytics Dashboard**

Analyze sales data and create interactive reports and charts.

- **Project 2 – Customer Behavior Analysis**

Study customer trends, engagement, and purchasing behavior.

- **Project 3 – Financial Performance Reporting**

Build dashboards for revenue tracking and business insights.

- **Project 4 – Marketing Campaign Analytics**

Analyze digital marketing performance and campaign effectiveness.

- **Project 5 – Predictive Analytics & Forecasting**

Use business data to predict future growth and performance trends.

- **Project 6 – Enterprise Business Intelligence Dashboard**

Create a complete business intelligence reporting system with KPIs and advanced visualizations.

MODULE 1

Data Analytics Fundamentals

TOPICS COVERED:

- Introduction to Data Analytics
- Types of Data & Analytics
- Data Collection & Cleaning Basics
- Business Metrics & KPI Fundamentals
- Introduction to Excel for Analytics
- Data Reporting & Communication Basics

SKILLS GAINED:

- Analytics Fundamentals
- Data Understanding Skills
- Reporting Basics
- Business Communication Knowledge

PRACTICAL LEARNING:

- Understand analytics workflows
- Work with business datasets
- Create basic reports and summaries
- Learn data interpretation fundamentals

MODULE 2

Excel, SQL & Database Analytics

TOPICS COVERED:

- Advanced Excel Functions & Formulas
- Pivot Tables & Data Visualization
- SQL Fundamentals & Database Concepts
- Data Querying & Filtering Techniques
- Data Cleaning & Validation Methods
- Database Reporting & Management

SKILLS GAINED:

- Excel Analytics Skills
- SQL Query Knowledge
- Database Understanding
- Data Management Techniques

PRACTICAL LEARNING:

- Analyze datasets using Excel
- Write SQL queries for data analysis
- Create reports and visual summaries
- Organize and manage structured data

MODULE 3

Python for Data Analytics

TOPICS COVERED:

- Python Fundamentals for Analytics
- NumPy & Pandas Basics
- Data Cleaning & Transformation using Python
- Data Visualization with Matplotlib
- Exploratory Data Analysis (EDA)
- Automation & Reporting Basics

SKILLS GAINED:

- Python Programming Skills
- Data Analysis Workflow Understanding
- Data Visualization Skills
- Analytical Thinking Abilities

PRACTICAL LEARNING:

- Analyze datasets using Python
- Create visual reports and charts
- Clean and transform raw data
- Perform exploratory data analysis

Module 4

Data Visualization & Power BI

TOPICS COVERED:

- Introduction to Power BI
- Dashboard Development Fundamentals
- Interactive Reports & Charts
- KPI Tracking & Performance Analysis
- Data Visualization Best Practices
- Business Intelligence Workflow

SKILLS GAINED:

- Dashboard Development Skills
- Business Intelligence Understanding
- Data Visualization Knowledge
- Reporting & Presentation Skills

PRACTICAL LEARNING:

- Build interactive dashboards
- Visualize business data effectively
- Track KPIs and performance metrics
- Present insights professionally

Advanced Analytics & Predictive Modeling

TOPICS COVERED:

- Predictive Analytics Fundamentals
- Data Forecasting Techniques
- Trend & Pattern Analysis
- Advanced Dashboard Optimization
- Introduction to Machine Learning Concepts
- Business Optimization Strategies

SKILLS GAINED:

- Predictive Analytics Knowledge
- Advanced Reporting Skills
- Strategic Data Analysis
- Business Optimization Understanding

PRACTICAL LEARNING:

- Predictive Decision-Making
- Data-Driven Business Strategy
- Trend & Risk Analysis
- Performance Optimization Planning
- Strategic Analytics Frameworks
- Business Forecasting Methods

PRACTICAL LEARNING:

- Build predictive analytics reports
- Analyze business growth patterns
- Create advanced visual dashboards
- Understand optimization strategies

Live Analytics Project & Team Collaboration

TOPICS COVERED:

- Business Case Study Analysis
- Dashboard & Report Development
- Data Interpretation & Presentation
- Team Collaboration & Workflow
- KPI & Performance Analysis
- Final Analytics Project Presentation

SKILLS GAINED:

- Real-World Analytics Experience
- Team Collaboration Skills
- Dashboard Presentation Skills
- Business Reporting Understanding

PRACTICAL LEARNING:

- Work on analytics case studies
- Create dashboards and business reports
- Present insights professionally
- Collaborate in analytics project teams

Placement & Career Preparation

TOPICS COVERED:

- Resume Building & ATS Optimization
- LinkedIn & Professional Branding
- Data Analytics Interview Preparation
- Excel, SQL & Power BI Practice Sessions
- Mock Interviews & HR Preparation
- Career Guidance & Professional Development

SKILLS GAINED:

Students will be prepared for internships, data analytics roles, reporting analyst positions, and business intelligence opportunities.

CAREER SUPPORT INCLUDES:

- Resume & LinkedIn Reviews
- Mock Analytics Interviews
- Internship & Placement Assistance
- Dashboard Portfolio Guidance
- Career Mentorship Sessions
- Professional Communication Training



**QUILLANCE
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Thank You!!



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