



End-to-End Data Analytics

From raw data to business & product insights

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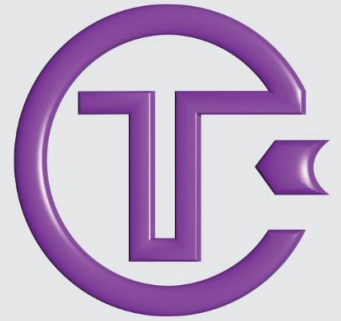
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About TeqCertify

TeqCertify reimagines EdTech by blending innovation with hands-on, AI-powered learning in Data Domain. We equip professionals with future-proof skills through real-world case studies and industry projects.



Empowering Organizations with **Ready-to-Deploy** Data Domain Talent.

- › Customized Training for Industry-Specific Needs
- › Real-Time Performance Reports
- › Flexible Training Solutions
- › 100% Placement (Assistance & Guarantee)

Why Data Analytics?

Data analytics unlocks the story hidden in the numbers, empowering businesses to make smarter, more confident decisions every day.



Unlock Insights

Learn how to analyze data and extract meaningful patterns that drive business growth.



Prepare for the Future

Gain skills to work with AI tools and stay ahead in automation.



Career Opportunities

Data analytics opens doors to high-demand careers across industries.



CEO, Microsoft



Satya Nadella

Data is becoming the oxygen for new products and services. In today's world, if you're not learning, you're falling behind

In today's data-driven world, mastering data analytics is essential. Our program equips you with the skills to harness data, fueling innovation and driving business decisions.

By continuously learning and applying real-world analytics, you'll stay ahead in a rapidly evolving industry where data is the key to success

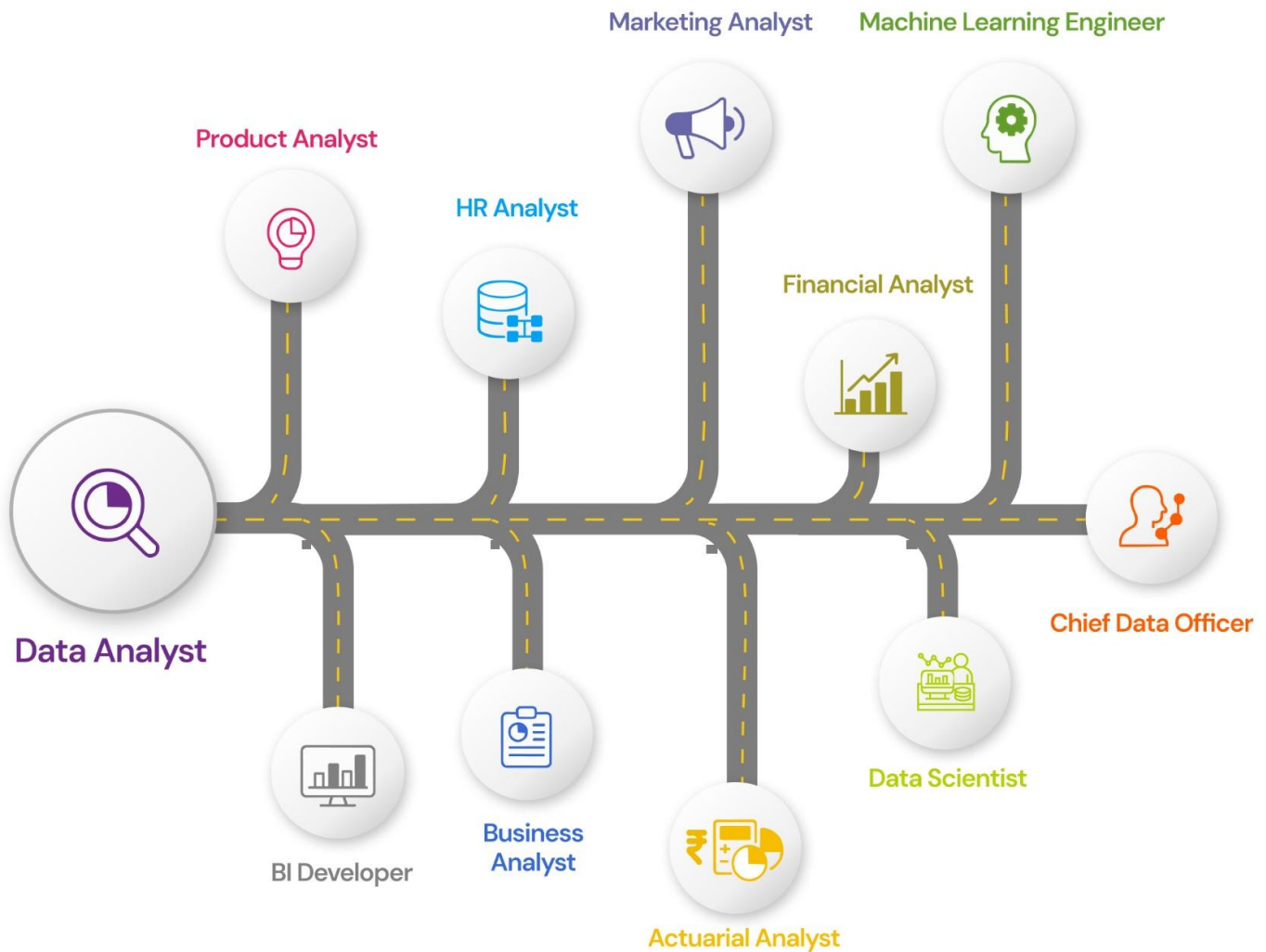
Program Overview

In today's data-driven world, analytics is at the heart of every smart decision. This program blends hands-on training, real-world business cases, and expert guidance to equip students with industry-relevant analytics skills and certification readiness.



End-to-End Data Analytics is a practical certification program that turns freshers and students into job-ready data analysts. It prepares learners for the **Microsoft PL-300 certification** while teaching them how to analyze, visualize, and tell impactful stories with data.

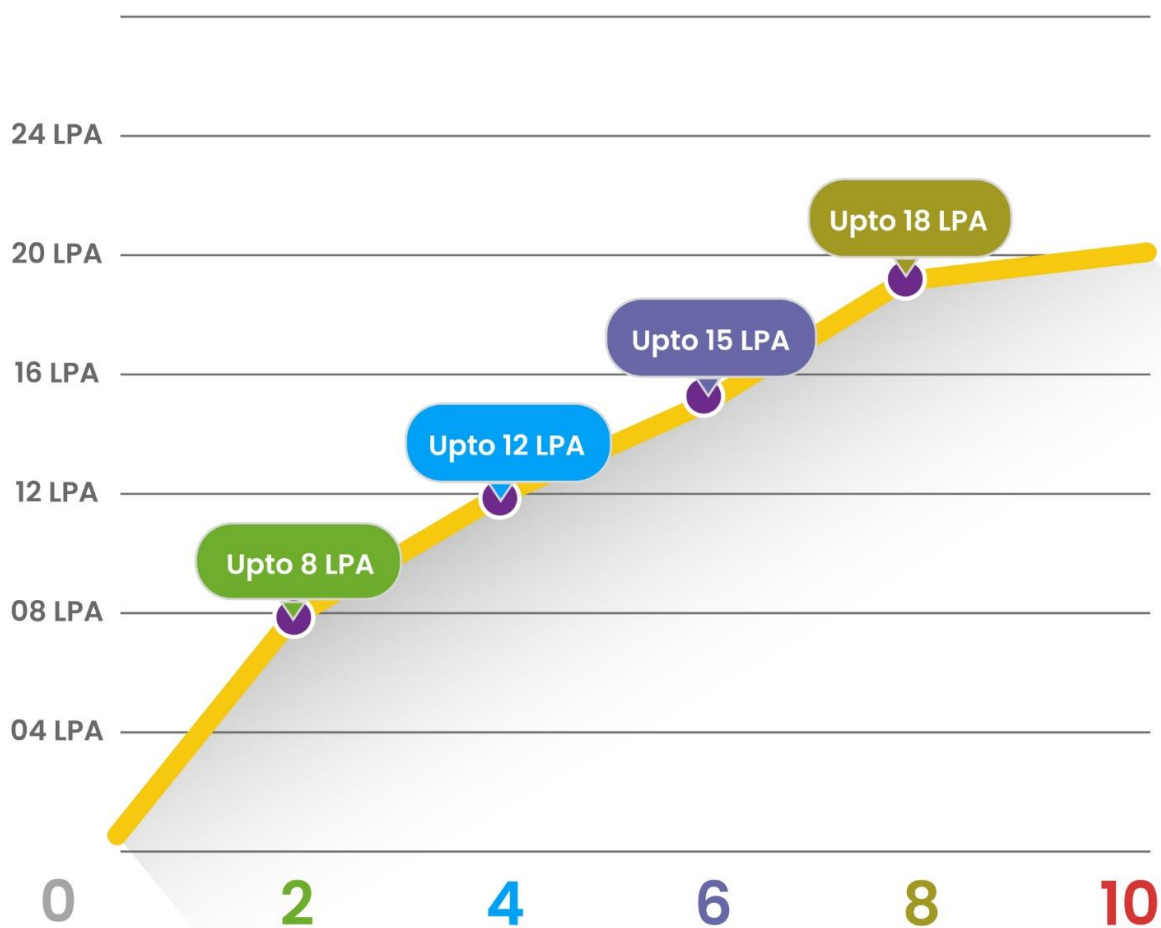
Career Paths

**Note:**

Launch your career with a powerful blend of business insight and analytical tools. From dashboards to data-driven decisions, this program sets you up for versatile roles across industries. Build a job-ready portfolio and get certified to lead with impact.

Salary Growth

Salary Range (Lakhs per Annum)



Years of Experience

Microsoft PL-300 Certification

The **Microsoft PL-300 Data Analyst Certification** is an industry recognized credential that demonstrates your ability to analyze and visualize data using tools like Power BI, SQL, and Excel. This certification validates your skills in transforming raw data into meaningful insights and business intelligence.



*Earning your certification isn't just proof of your skills
It's a testament to your mastery of Data Analytics.
Companies recognize it. Recruiters remember it.*

Top Mentors



Srinath Raja

Chief Data Officer

Co-founder and Chief Data Officer of GWC Data.ai, with extensive expertise in analytics and insights across banking, retail, and healthcare Industries. A dynamic leader from Tamil Nadu driving global innovation in cloud and business intelligence solutions and also a trusted partner for DOMO.



Kalpana Kudumula

Senior Data Engineer

Senior Boomi Developer | Data Engineer With her expertise spanning business consulting to data engineering, Kalpana transforms data challenges into innovative solutions. From Business Consultant at Multiplier IT Solutions to Business Analyst at Accenture, she now excels as a Senior Data Analyst and Boomi Developer, driving growth and mentoring in the data domain.



Denzina Eric

L&D Analyst

As a Learning & Development Analyst at TeqCertify, Denzina Eric brings 11+ years of experience, having empowered 1200+ aspiring leaders at Hope Foundation in a short span. With a solid background as a Business Analyst at Merstan Impex, she now leads talent creation, shaping the next generation of visionary leaders through transformative, forward-thinking programs.

Curriculum Overview

Our comprehensive 6-month, full-time Data Analytics Program is designed to transform students and freshers into job-ready data professionals through a structured, project-based learning approach.

The curriculum blends technical skills, real-world applications, and business communication—geared toward preparing students for the Microsoft PL-300 certification and real-world analytics roles.



Foundations of Data Analytics

Build a strong foundation in data collection, cleaning, and analysis. Learn the essential tools and techniques for preparing data for analysis.

Introduction to Data Analytics and Tools

- Topics Covered: Basics of data analytics, introduction to Excel and Power BI.
- Project: Work on a simple dataset (e.g., sales data). Perform basic analysis tasks like sorting, filtering, and visualizations.
- Deliverable: Create a basic dashboard to track business sales performance.

Data Cleaning and Transformation

- Topics Covered: Handling missing values, outliers, and formatting issues.
- Project: Clean a raw dataset for analysis.
- Deliverable: A cleaned dataset ready for further analysis.

Introduction to KPIs (Key Performance Indicators)

- Topics Covered: Understand the role of KPIs in business decisions.
- Project: Define KPIs for a fictional company (e.g: revenue, customer retention, ROI).
- Deliverable: Report defining and explaining KPIs for a company.

Industry-Specific KPIs

- Topics Covered: Learn how different industries use KPIs.
- Project: Apply industry-specific KPIs to analyze a dataset (e.g., retail, healthcare).
- Deliverable: A presentation of industry-specific KPIs and their impact on business decisions.

Data Exploration and Visualization

Dive into exploratory data analysis (EDA) and learn how to visualize data using dashboards. Focus on presenting data in an interactive and understandable way.

Data Exploration and Initial Visualizations

- Topics Covered: Introduction to EDA, basic data visualizations (charts, graphs).
- Project: Analyze a larger dataset (e.g., regional sales data, customer demographics) and create basic visualizations in Power BI.
- Deliverable: EDA report with visualizations showcasing key trends.

Advanced Visualizations and Dashboard Building

- Topics Covered: Advanced chart types, creating interactive dashboards.
- Project: Build a comprehensive dashboard using KPIs like profit margins and market share.
- Deliverable: A fully functional interactive dashboard.

Advanced KPIs and Complex Visualizations

- Topics Covered: Trend analysis, heatmaps, and more advanced KPIs.
- Project: Analyze multiple datasets to build advanced visualizations for deeper insights.
- Deliverable: A comprehensive dashboard with advanced KPIs and visualizations.

Industry-Specific Case Studies

- Topics Covered: Application of data visualization in real-world business contexts.
- Project: Analyze an industry-specific dataset (e.g., healthcare, retail) and build a dashboard focused on key metrics.
- Deliverable: An analysis report with visual insights and recommendations.

Advanced Analytics & Data-Driven Decision Making

Master predictive analytics techniques, including forecasting and machine learning, to provide actionable insights for business decisions.

Statistical Analysis and Forecasting

- Topics Covered: Regression analysis, time-series forecasting.
- Project: Use statistical methods to forecast future trends based on historical data.
- Deliverable: Forecast report with predictions and analysis.

Predictive Models and Machine Learning

- Topics Covered: Introduction to machine learning models (regression, classification).
- Project: Build a predictive model for a business use case (e.g., sales prediction, customer churn).
- Deliverable: A machine learning model with predictions and insights.

Industry-Specific Predictive Analytics

- Topics Covered: Tailoring predictive models to specific industries (healthcare, retail, etc)
- Project: Apply predictive models to a real-world industry dataset (e.g., predicting patient outcomes, sales forecasting).
- Deliverable: Business report with predictive models and insights.

Data-Driven Business Decisions

- Topics Covered: How to make business decisions using data.
- Project: Use data analysis & predictive models to make strategic business decisions.
- Deliverable: Presentation with actionable recommendations & data-driven insights.

Mastery and Real-World Application

Demonstrate proficiency in handling end-to-end data analytics projects, including data collection, analysis, and business decision-making.

Project Scope and Data Collection

- Topics Covered: Defining project scope, gathering relevant data.
- Project: Choose an industry and identify a business problem that requires data analytics. Collect and clean data for analysis.
- Deliverable: Project brief with problem statement, selected data, and KPIs.

Data Analysis and Visualization

- Topics Covered: Applying data analysis and visualization techniques.
- Project: Analyze the data, build KPIs, and visualize business performance.
- Deliverable: A dashboard with key business insights and visualizations.

Predictive Modeling and Reporting

- Topics Covered: Building predictive models and presenting results.
- Project: Create predictive models for forecasting trends or solving business problems. Write a report presenting findings.
- Deliverable: Business report with predictive analysis and recommendations.

Final Presentation and Job Market Preparation

- Topics Covered: Presenting data analytics work to stakeholders, job market preparation.
- Project: Present your final project to a panel (real-world business scenarios).
- Deliverable: Final presentation showcasing your data analysis skills, predictive models, and business insights.

Sample Projects

Apply your knowledge to business-critical challenges inspired by real companies:



Sales Optimization

Built a comprehensive analytics pipeline to analyze sales data across regions, driving a 15% increase in sales by improving inventory decisions and promotional strategies.

Customer Retention Analysis

Developed an analytics dashboard that tracked customer churn across multiple touchpoints, helping to reduce churn by 20% through targeted retention campaigns



Retail Performance Dashboard

Implemented a Power BI dashboard to monitor sales, inventory, and customer satisfaction, enabling real-time decision-making and boosting store performance by 12%.

Financial Reporting Automation

Streamlined financial reporting using Excel and Power BI, reducing manual reporting time by 50% and providing leadership with real-time insights for better budgeting and forecasting.



Supply Chain Optimization

Utilized data analytics to track delivery performance, leading to a 10% reduction in delays and a 5% increase in customer satisfaction through optimized delivery routes and times.

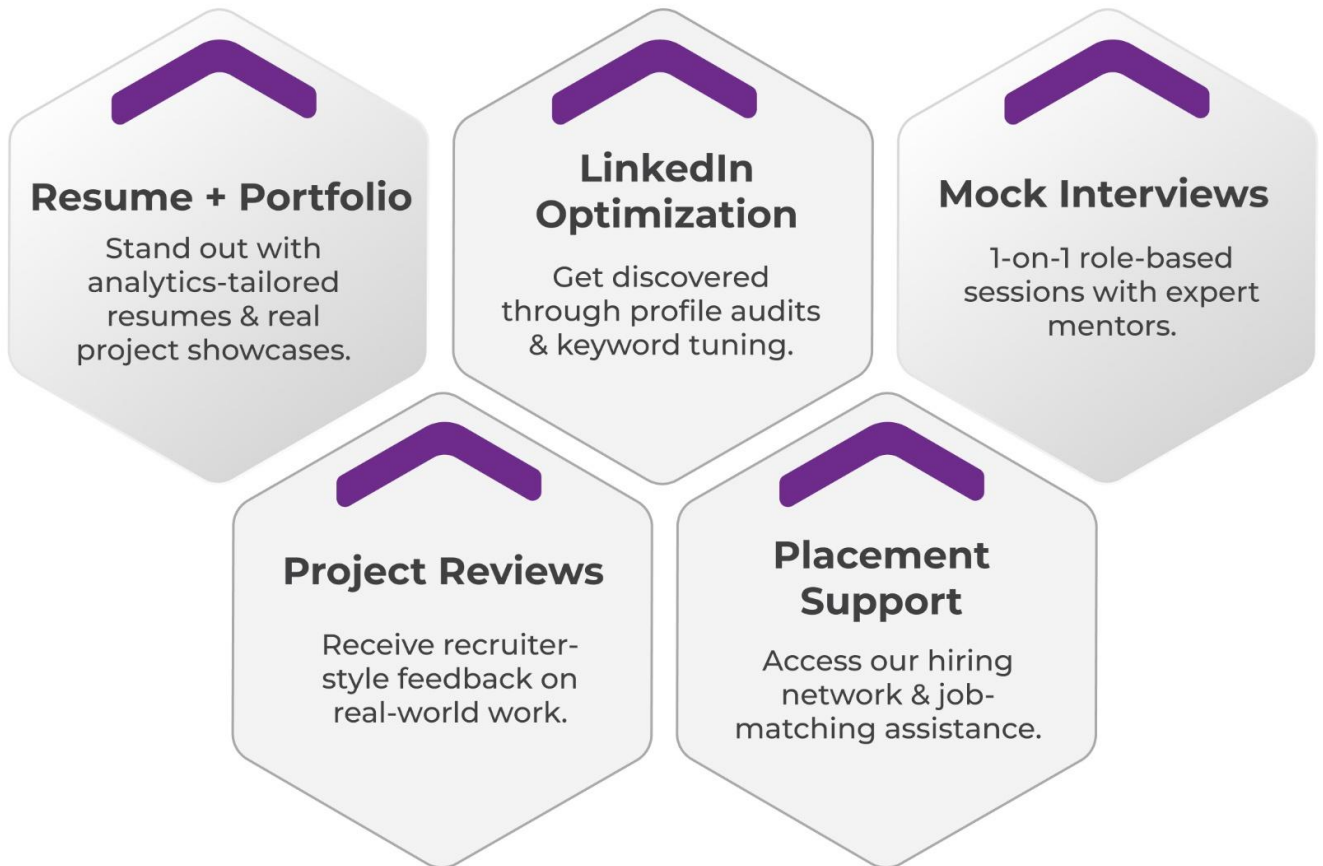
Toolstack

Master the top tools used by analytics teams worldwide each one mapped to real business needs.



Careers

Built for employment success with focused career support.



Our Alumni have landed analyst roles in:



Fintech



Health-tech



Logistics



Consulting



Retail

Use Cases

Throughout the program, learners work on real-world case studies simulating data analyst roles across various industries building both technical skills and business acumen.



Retail – Customer Segmentation

Gain expertise in segmenting customers using data to drive higher ROI on targeted advertising and personalized marketing campaigns.



Healthcare Patient Flow Optimization

Analyze patient data to design systems that reduce hospital wait times and improve operational efficiency.



Finance Credit Dashboards

Learn to build insightful dashboards that support smarter and faster loan decisions, enhancing credit risk analysis.



Human Resources Attrition Analysis

Use predictive analytics to understand employee churn and implement strategies that lower workforce turnover.



Logistics: Delay Tracking

Use predictive analytics to understand employee churn and implement strategies that lower workforce turnover.

Certification & Job Readiness

Students walk away with more than just theoretical knowledge.

You'll Graduate With:



Real-World Exposure



Live webinars with
data analysts &
hiring managers



Business case
breakdowns



Analytics
competitions

Bridges the gap
between learning and
real-world execution



Dream Companies Await





EdTech

Our offline locations

Hosur, Salem, Dharmapuri
Tirupattur, Bengaluru



www.teqcertify.ai