

**Zestminds Academy**

Data Analytics Training Syllabus

45 Days | 3 Months | 6 Months Data Analytics Pro Track

Zestminds Academy, Mohali

Training Mode	Offline classroom training in Mohali
Program Options	45 Days Data Analytics Foundation, 3 Months Data Analytics Program, 6 Months Data Analytics Pro Track
Batch Timings	10:00 AM - 1:00 PM / 2:00 PM - 5:00 PM. Please confirm current seat availability during counselling.
Fees	Please confirm current fee during counselling
Suitable For	B.Tech, BCA, MCA, diploma students, final-year students, freshers, beginners and career switchers
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This syllabus helps students understand what they will learn in each Data Analytics training track before joining. Exact module depth, assignments, datasets and project scope may vary by batch, student readiness and selected duration.

OVERVIEW

Data Analytics Training Overview

Data Analytics helps students convert raw data into useful business decisions. A practical data analytics learner should understand data cleaning, Excel analysis, SQL queries, Python/Pandas basics, dashboards, business questions and insight presentation.

Program Options

45 Days Data Analytics Foundation This is for 45 days. Short-duration practical training for students who want exposure to data basics, Excel reporting, SQL fundamentals, Power BI introduction and beginner-level insights.	3 Months Data Analytics Program This is for 3 months. Structured training for beginners and freshers with Excel, SQL, Python/Pandas, data cleaning, visualization, Power BI dashboards and portfolio project exposure.
6 Months Data Analytics Pro Track This is for 6 months. First 3 months are for analytics learning and tool foundation. Next 3 months are for major project development with GitHub documentation.	Offline Classroom Mode Students learn in Mohali with mentor support, doubt discussion, dataset assignments, dashboard practice and project review.

What Students Will Learn

- Understand rows, columns, records, fields, data types and data quality problems
- Clean and analyze data using Excel, formulas, filters, pivot tables and charts
- Write SQL queries for filtering, grouping, joining and reporting
- Use Python and Pandas for beginner-level data handling and cleaning
- Create Power BI dashboards with Power Query, relationships, measures and visuals
- Read business data and explain what happened, why it happened and what action should be taken
- Build portfolio projects with datasets, reports, dashboards, insight documents and presentations

Learning Order

Data basics -> Excel -> Statistics -> SQL -> Python -> Pandas -> Data cleaning -> Visualization -> Power BI -> Business insights -> Portfolio projects

THIS SYLLABUS IS FOR 45 DAYS

45 Days Data Analytics Foundation Syllabus

This 45-day syllabus is for students who want practical exposure to data analytics basics, Excel reporting, SQL fundamentals, dashboard thinking and beginner-level business insights.

Duration: 45 Days | Fee: Confirm current fee during counselling | Mode: Offline Classroom

Module 1: Data Basics

Students understand what data means before using tools.

- Rows, columns, fields and records
- Structured vs unstructured data
- Quantitative and qualitative data
- Business questions and data decisions
- Simple student admission dataset practice

Module 2: Excel Foundations

Students start analyzing data visually in Excel.

- Sort, filter and format data
- Remove duplicates and clean sheets
- SUM, COUNT, IF, COUNTIF, SUMIF
- XLOOKUP introduction
- Basic charts and reporting sheets

Module 3: Pivot Tables & Charts

Students learn summary reporting from datasets.

- Pivot table basics
- Course-wise and source-wise analysis
- Bar, line, pie and column charts
- Dashboard-style summary sheet
- 3-5 business insights from data

Module 4: SQL Basics

Students learn how company data is queried from databases.

- SELECT and specific columns
- WHERE filtering
- COUNT, SUM and AVG
- GROUP BY and ORDER BY
- Basic analysis queries

Module 5: Power BI Introduction

Students get beginner dashboard exposure.

- Import Excel/CSV data
- Power Query basics
- Create cards and charts
- Add slicers and filters
- Publish-ready dashboard thinking

Module 6: Mini Project Review

Students complete a beginner analytics assignment.

- Clean dataset
- Excel report
- Basic SQL queries
- Simple Power BI dashboard
- Insight summary and mentor review

45 Days Practical Assignments

- Student admission analysis in Excel
- Pivot table and chart report
- SQL query practice for enquiry and revenue analysis
- Basic dashboard or summary report task
- Short insight document with 3-5 recommendations

THIS SYLLABUS IS FOR 3 MONTHS**3 Months Data Analytics Program Syllabus**

This 3-month syllabus is for beginners and freshers who want Excel, SQL, Python/Pandas, data cleaning, visualization, Power BI dashboards and portfolio project exposure.

Duration: 3 Months | Fee: Confirm current fee during counselling | Mode: Offline Classroom

Module 1: Data Process & Business Thinking

Students learn the purpose behind analytics work.

- Problem, collect, clean, analyze, visualize, recommend
- Business questions and decision making
- Data quality issues and assumptions
- What happened, why it happened, what to do

Module 2: Excel for Analytics

Students build strong reporting basics.

- Data cleaning in Excel
- Important formulas
- Pivot tables and charts
- Summary reports
- Excel mini project

Module 3: Statistics Essentials

Students learn practical statistics needed for analysis.

- Average and median
- Percentage and share
- Growth rate
- Conversion rate
- Correlation introduction

Module 4: SQL for Data Analytics

Students write practical analysis queries.

- SELECT, WHERE and filtering
- COUNT, SUM, AVG
- GROUP BY and ORDER BY
- JOIN basics
- CASE WHEN for analysis

Module 5: Python and Pandas Basics

Students use Python for data handling.

- Python basics for analysts
- Lists, dictionaries and files
- Pandas DataFrame basics
- Read Excel/CSV files
- Filter, group and summarize data

Module 6: Data Cleaning and Visualization

Students prepare data before dashboarding.

- Missing values and duplicates
- Date and text cleaning
- Outliers and inconsistent values
- Matplotlib/visualization basics
- Insight-focused charts

Module 7: Power BI Dashboard Workflow

Students create interactive business dashboards.

- Import Excel, CSV and SQL data
- Power Query transformation
- Table relationships
- DAX measures introduction
- Cards, charts, slicers and filters

Module 8: Portfolio Project

Students complete a practical analytics project.

- Dataset cleaning
- SQL analysis queries
- Excel report
- Power BI dashboard
- Insight document and presentation

3 Months Practical Assignments

- Excel admission analysis project
- SQL analysis assignment with joins and grouped reports
- Python/Pandas data cleaning task
- Power BI dashboard project
- Final insight presentation with business recommendations

THIS SYLLABUS IS FOR 6 MONTHS

6 Months Data Analytics Pro Track Syllabus

This 6-month syllabus is divided into 3 months of learning and 3 months of major project development with GitHub documentation. It is suitable for deeper analytics practice, dashboard portfolio work and interview preparation.

Duration: 6 Months | Fee: Confirm current fee during counselling | Mode: Offline Classroom

6-Month Track Structure

First 3 Months	Learning and analytics foundation: Excel, SQL, Python/Pandas, data cleaning, Power BI, DAX basics, dashboarding and business insight writing.
Next 3 Months	Major project development with GitHub documentation, README writing, dashboard improvement, insight presentation and interview preparation.

First 3 Months: Learning and Analytics Foundation

- Data basics, data process and business problem understanding
- Advanced Excel formulas, pivot tables, charts and reports
- SQL queries, joins, grouping, filtering and analysis reports
- Python basics for analysts and Pandas data handling
- Data cleaning, data quality checks and exploratory analysis
- Power BI, Power Query, relationships, visuals and DAX measures
- Business insight writing and dashboard explanation practice

First 3 Months Practical Assignments

1. Excel Business Report Students create a report using formulas, pivot tables, charts and summary insights from a business dataset.	2. SQL Analysis Assignment Students write queries using filtering, grouping, joins and conversion/revenue-style analysis questions.
3. Python/Pandas Cleaning Task Students clean Excel or CSV data using Pandas and prepare it for reporting or dashboarding.	4. Power BI Dashboard Assignment Students build a dashboard with cards, charts, slicers, filters and written insights.

Next 3 Months: Major Project with GitHub Documentation

The last 3 months focus on one guided major project where students apply the full analytics workflow. The project is documented and organized for college submission, portfolio discussion and interview explanation.

Major Project Work Includes

- Project idea and problem statement selection
- Dataset understanding, cleaning and preparation
- SQL query file for analysis questions
- Excel report or summary workbook
- Power BI dashboard with relevant pages and visuals
- Insight document explaining findings and recommendations
- GitHub repository structure and README documentation
- Presentation and project explanation practice
- Interview discussion and portfolio review

Major Project Deliverables

- Clean dataset
- SQL query file
- Excel report or workbook
- Power BI dashboard
- Insight document
- Presentation file
- GitHub README and documentation



Major Project and Portfolio Options

Students may work on a project based on their selected batch, dataset availability and readiness. The goal is to build one complete portfolio-ready project, not just disconnected tool practice.

Student Admission Analytics Dashboard	Analyze enquiries, admissions, revenue, course performance, marketing source performance and counsellor performance.
Sales Data Analysis	Analyze orders, products, cities, revenue trends, category performance and monthly growth.
E-commerce Analysis	Analyze average order value, repeat customers, product categories, customer behavior and sales performance.
Marketing Campaign Analysis	Analyze campaign cost, leads, conversion, ROI, CPL, channel quality and improvement recommendations.
HR Employee Analysis	Analyze attrition, salary, departments, experience, employee trends and HR dashboard insights.

Tools Students May Use

Spreadsheet	Microsoft Excel or Google Sheets for formulas, cleaning, pivot tables, charts and reports
Database	SQL / MySQL basics for querying, filtering, grouping, joining and reporting
Programming	Python basics with Pandas and NumPy introduction for data handling and cleaning
Visualization	Power BI, Power Query, dashboard pages, cards, charts, slicers and filters
Documentation	GitHub, README files, project folders, insight documents and presentation files

Practical Learning Focus

- Understanding a business problem before using tools
- Cleaning messy data and preparing analysis-ready datasets
- Writing useful Excel formulas and SQL queries
- Using Python/Pandas for basic data handling and cleanup
- Building clean dashboards with meaningful visuals
- Explaining insights in simple business language
- Documenting projects on GitHub and preparing for interviews

Example Power BI Dashboard Pages

- Overview dashboard
- Course or product analysis
- Marketing source analysis
- Revenue and conversion analysis
- Counsellor, team or department performance

Certificate, Internship and Career Direction

Certificate Support

Training completion certificate support may be available as per selected program, attendance, assignments, project work and completion criteria.

Internship Training

Internship training or internship-style project exposure may be available with the 6 Months Data Analytics Pro Track depending on selected program, attendance, project work and academy process. Students should confirm exact details during counselling.

Career Direction After Data Analytics Training

- Data analytics beginner path
- MIS executive or reporting profile preparation
- Power BI dashboard portfolio path
- SQL reporting and business analysis foundation
- Python/Pandas data handling foundation
- Data science foundation for students who want to go deeper later
- Project and portfolio preparation for internships or fresher interviews

Contact Details

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