



THE CAREER LENS



# CAREER TRANSFORMATION PROGRAM

Data Science-Data Analytics-Data Logic





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# About The Career Lens

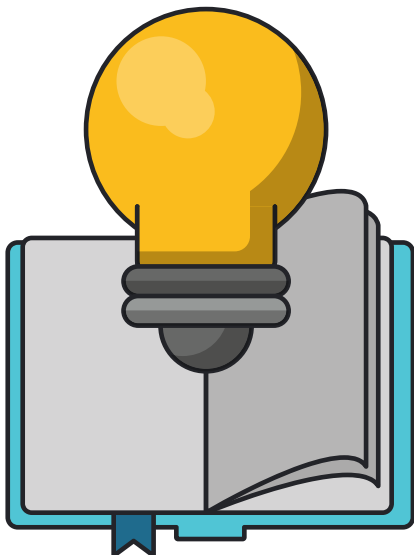


## More than 11+ years of experience

We are a group of Data Science enthusiasts having more than *11 years of industry experience* including **Business Transformation**, **Automation**, **Project Management** and **Machine Learning Models**

## Focus on data logic

Tools and Technologies are temporary while Data Logic is permanent thing in analytics. We focus on developing logical and analytical skills. This will help you to start learning any new tool or skill quickly



## Practical Learning

We do not simply take classes but we believe in turning them into workshops and that is how we are replacing the "Old School" methods with practical aspects.

*"Learn, Revise and Practice to succeed"*



# Why Data Science or Data Analytics?

Here are the top 5 reasons to choose data science or data analytics career



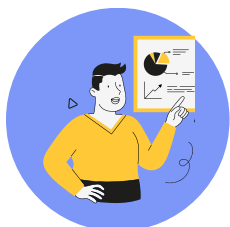
## High Demand

Data science is one of the fastest-growing fields in the world. There is an increasing demand for data scientists as more and more companies are turning to data-driven decision making.



## High Salary

Data scientists are highly paid professionals, with a median salary of over \$100,000 per year. The salaries can vary based on experience, industry, and location



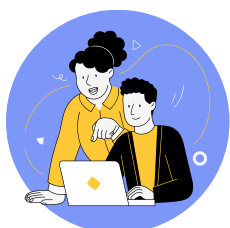
## Ever Evolving

Data science is a rapidly evolving field that requires continuous learning to stay up-to-date with the latest technologies and techniques.



## No Qualification Barrier

There is no specific qualification required to start a career in data analytics. You can acquire skills through training even if you are from a non-technical background.



## Challenging Work

Data science involves complex problem-solving, which makes the work both challenging and rewarding. Data scientists use their analytical skills to extract insights from data and provide solutions to real-world problems

# WHY THE CAREER LENS?



## Practical Curriculum

This curriculum has been designed by industry experts to give hands-on and practical learning to all the students. It includes Projects+Exercises along with revision sessions.

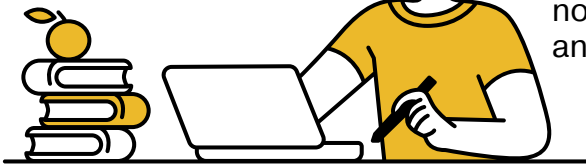
## Technical + Core Skills

Technical skills include Advance Excel, SQL, Power BI, Python, Tableau etc., while Core skills include Resume Preparation, Mock Interviews, Aptitude Test and one-o-one guidance



## Learning over a weekend

Since all our faculties are from industry only, we run our courses over a weekend (sat-sun). So, this will not disturb your routine while you continue learning and gaining new skills



## Online/Offline/Hybrid

We are available offline at Vadodara (Gujarat) and also take online or Hybrid sessions



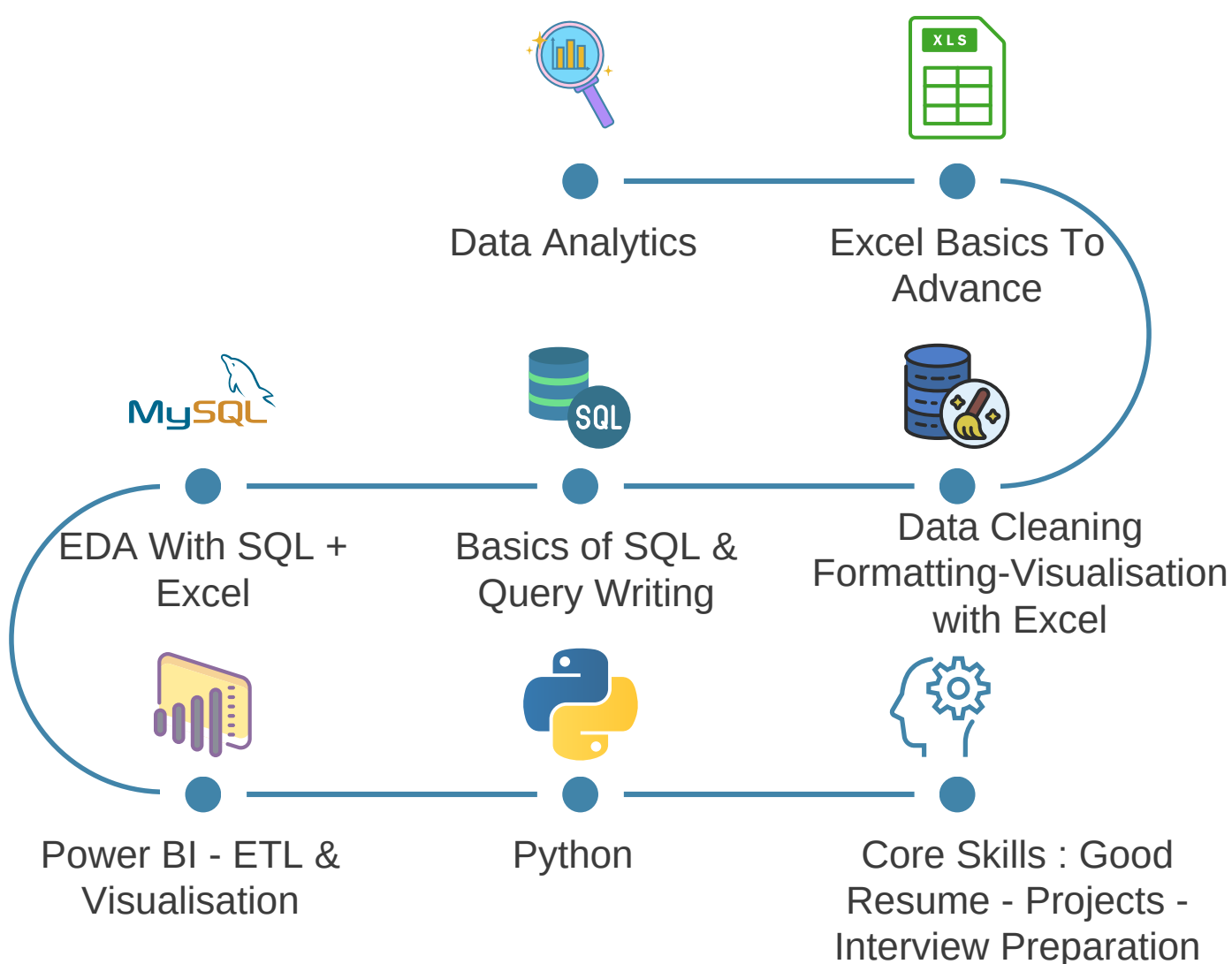
## Unlimited Revision

There is no limit on the number of times you attend classes to revise. We understand that everyone has a different learning pattern and speed. We respect that and provide unlimited revision



# LEARNING PATH

***“TCL is on a MISSION to help individuals shape their career in Analytics with a VISION of providing practical learning”***



Find below the modules in detail...

## MODULE 1

# Data Analyst Bootcamp with Excel

## EXPLORING SPREADSHEET

Excel environment understanding | Entering Data | Shortcuts | Name Range | Autofill | Cell Reference

## WORKSHEET FORMATTING

Change cell format to Bold, Italics, underlined | Font & Font size | Alignment of Text | Wrap Text | Merge & Centre | Indent | Currency | Date Formats | paste special | Conditional Formatting

## ADVANCED FUNCTIONALITIES

Sorting Data | Filtering | Group Ungroup | Text to Columns | Remove Duplicates | Data Validation | Freeze Panes

## BASIC EXCEL FUNCTIONS

Sum | Average | Count | Min | Max | Trim | Len

## LOGICAL OPERATORS & RELATED FUNCTIONS

If | And | Or | Not | ifs | Nested If | iferror | sumif | sumifs | countif | countifs

## STRING FUNCTIONS

Concat | concatenate | upper | lower | proper | clean | Left | right | find | replace | substitute | mid | search | rept

## MATHEMATICAL FUNCTIONS

Abs | int | Subtotal | round | rand | randbetween | aggregate

## LOOKUP FUNCTIONS

Vlookup | hlookup | xlookup | reverse lookup | offset | index | match

## DATE & TIME FUNCTIONS

Today | Year | weekdays | networkdays | workday | edate | now | datedif | time | eomonth

## PIVOT TABLES IN EXCEL

Details of row and column shelf | filter | values | grand total | subtotals | show value as option | calculated field | report layouts | Slicer  
Len



## MODULE 1

### ● DATA VISUALIZATION

Bar charts | Stacked chart | Pie chart | Doughnut chart | Line chart | Bubble chart  
| waterfall chart | secondary axis

### ● FINANCIAL DASHBOARD & INSIGHTS GENERATION

### ● PROJECT SUBMISSION & FINAL DISCUSSION



## CORE SKILLS 1



### **Aptitude Preparation**

Many companies are taking aptitude test before interview round and we will prepare for the basics of DI, Numbers etc., topics



### **Resume Building**

Resume represents you in front of the recruiter. We will focus on the keywords and explain you the importance of '**Tailored Resume**'



## MODULE 2

# Foundation of SQL : C.R.U.D.

## ● INTRODUCTION TO SQL

Setup Microsoft SQL Server Management Studio(MSSMS)| Why & What of SQL| Concepts of Query | Tables | Variables

## ● WRITE YOUR FIRST QUERY

Creating Database | Data Tables | Properties of Data Tables

## ● SQL CONSTRAINTS

Primary Key | Foreign Key | Check | Not Null | Unique | Default

## ● C.R.U.D OPERATIONS

Select From | Insert Into | Alter | Update | Delete | Data Sorting & Grouping | Where - Conditional Statement

## ● SQL OPERATORS & WILD CARD OPERATORS

Logical | Arithmetic | Comparison

## ● SQL EXPRESSIONS

Number | String | Date

## ● NUMBER FUNCTIONS

SUM | Min | Max | SQRT | AVG | Count

## ● STRING FUNCTIONS

Concat | Len | SubString | Left | Right | Mid | Upper | Lower | Replace

## ● DATE FUNCTIONS

GetDate | DateAdd | Year | Month | Day



## MODULE 2

### SQL KEYWORDS

Top | Distinct | Null

### SQL JOINS

Inner | Left | Right | Full Outer Join

### SQL ADVANCE CONCEPTS

Case..When..End – Conditional Statements | Sub-Queries | Window Functions |  
UDFs – User Defined Functions | Stored Procedures | Views



## CORE SKILLS 2



### LinkedIn

- Assistance in building good and professional profile
- How to make best use of LinkedIn
- Help in making professional contacts
- How to search and establish connections with recruiters



## MODULE 3

# Business Intelligence with Power BI

## INTRODUCTION TO POWER BI

Installing Power BI desktop | Interface Tour | Excel vs PBI

## DATA PREPARATION

Power Query Editor | Data Preparation / Cleaning / Cleansing | Row Operations | Column Operations | Choosing & Removing Columns | Filtering Data | Sorting Data | Transpose | Append data | Replace Values | Data Formats | Pivot Unpivot | Group By

## DATA TRANSFORMATION

Star Schema | How to apply it | Understanding References | Create Table with 'Enter Data' | Merging Tables | Types of Join – Inner, Outer & Anti Joins | Creating Conditional Columns | Creating Index Columns | Applying arithmetic operations

## DATA MODEL

Introduction to Data Model | Understanding Relationships | Relationship Types – One to One, One to Many, Many to One, Many to Many | Applying Relationships to data

## DAX

DAX Basics | Core DAX Syntax | Data Types | DAX Operators | DAX Core Functions | DOT Notations | Adding and Dividing Columns | If Function | Relationship Functions | Calculated column vs measure | Working with Filter & Calculate Functions

## CREATING VISUALS - 1

Basics of Visuals | Tour of different kinds of Visual – Line Chart, Bar chart, Stacked column, Pie Chart, Donut Chart, Bubble chart, Area chart, Scatter chart, Tables | Creating first visual | How FILTER affects it | Hierarchies & Drill Down | Formatting charts | Filter pane



## MODULE 3

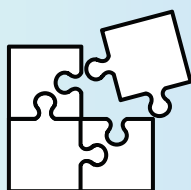
### CREATING VISUALS - 2

Filter cards | Diving deeper into formatting visuals | Slicers | Creating Treemaps | Visual Filters | Page Level Filters | Report level Filters | Adding secondary axis | Combining charts | Waterfall chart

### 2 PROJECTS TO BE DONE DURING POWER BI VISUALIZATION CURRICULUM



### CORE SKILLS 3



#### Professional Skills

- Email Etiquettes
- Industry standard SCQA methodology
- Building professional skills for a successful career



## MODULE 4

# PYTHON FOR BEGINNERS

## INTRODUCTION TO PYTHON

Setup Jupyter Environment | Introduction To Python IDE - Integrated Development Environment | Write Your First Program  
Naming conventions | Data Types | Operators | Input | Eval | Indexing

## MOST COMMON MATH OPERATORS

Addition | Subtraction | Multiplication | Division | Exponentiation | Integer Division | Modulo

## ADVANCED FUNCTIONALITIES

Sorting Data | Filtering | Group Ungroup | Text to Columns | Remove Duplicates | Data Validation | Freeze Panes

## LOOPING IN PYTHON

For Loop - Syntax | Logic | Exercises

## CONDITIONAL STATEMENT IN PYTHON

IF..ELIF..ELSE

## DATA TYPES & DATA OBJECTS

List | Dictionary

## PYTHON IN-BUILT FUNCTIONS

String | Numbers | Date

## MISCELLANEOUS TOPICS IN PYTHON



## CORE SKILLS 4



## Interview Preparation 1

- Overall interview prep
- Before and After Interview Guide
- About Me Preparation



## MODULE 5

# PYTHON ADVANCE

## PYTHON FOR DATA SCIENCE

Introduction To Advance Libraries - Pandas | Numpy | Matplotlib | Seaborn

## EXPLORE DATA WITH PANDAS

DataFrame | Dropping | Selecting | Updating Rows & Columns | Create Dummies | Data Manipulations | Applying Functions to DFs | Handling Missing, Null and Duplicate values | Renaming & Replacing Rows, Columns

## EXPLORATORY DATA ANALYSIS (EDA)

Univariate | Bi-Variate | Multi-Variate Analysis | Derive Insights

## DATA VISUALIZATION WITH PYTHON

Area Plots | Bar Charts | Stacked Plots | Box Plot | Scatter Plot | Histograms | Heatmap



## CORE SKILLS 5



## Interview Preparation 2

- Project Description using CAR/STAR methodology
- 2-3 Mock Interviews during the program
- +1 Bonus Mock interview one day before the actual interview



## MODULE 6

# PYTHON for Machine Learning

## **BUSINESS STATISTICS**

Descriptive vs Predictive vs Prescriptive Statistics | Hypothesis Testing and Normal Distributions | Deep dive into data attributes | Measures of Central Tendencies | Measure of Variance

## **PREDICTIVE VS CLASSIFICATION MODELS 1**

Basics of Regression Models | Understand the Business Problem & Objective of Project | Types of Variables & Properties of Regression Model | Assumptions of Regression Model | Data Exploration | Identifying & Handling Outliers | Data Cleaning | Use of Min-Max Scaler | Data Cross Validation – Train & Test Data | R-Square and MAE, MSE, MAPE | Prediction With Model & Check Accuracy | Concept of Over & Under Fitting

## **PREDICTIVE VS CLASSIFICATION MODELS 2**

Classification Models - Logistic Regression | K-Nearest Neighbor | Decisions Trees | Support Vector Machine | K-Means Clustering | Random Forest Model | Check Accuracy With Classification Report & Confusion Matrix

## **PROJECTS TO BE DONE DURING THE PYTHON CURRICULUM**

*It is not the END  
but  
a Beginning of great career journey..*



# Student Testimonials

**Darpan  
Rabari**

Financial Analyst, AIS

"I'm currently transforming my career from accounts to data analytics. Thank you The Career Lens for giving in-depth and practical training of Excel, SQL and Power BI concepts and Career Counselling. Best Institute for Data Analytics."

"The career lens is very helpful as I m from commerce background and learn data analytics.... Even if I have attended only one lecture I can tell that."

**Vishwa  
Trivedi**  
Numerator

**Komal Koche**  
Civica

"I was concerned that I wouldn't understand the data analytics because I come from a different background, but after taking a few classes, my confidence has grown. The faculty is all very encouraging. I would advise you to enrol in The Career Lens Academy if you want to learn data analysis"

"Finally the search for Single Roof Learning Centre is over! The Overall Learning Experience has been great with Faculty has been great! Happy to be associated with The Career Lens. Data Analytics, Data Mining, SQL, Power BI learning has been great."

**Sandeep  
Giri**  
TCS

**Vanshika  
Agarwal**  
Collabera

"The Career Lens has quite professional faculties and Business Analytics was an amazing course. In spite of being from a non-technical background, I learned concepts of Excel, SQL, Python and Power BI from scratch"

"Best Institute to learn Data Analytics with best faculties in vadodara. Great place to learn Excel, SQL, Python, Power BI."

**Prakash  
Parmar**  
TCS

**Alap  
Patel**  
Rangam Pvt.

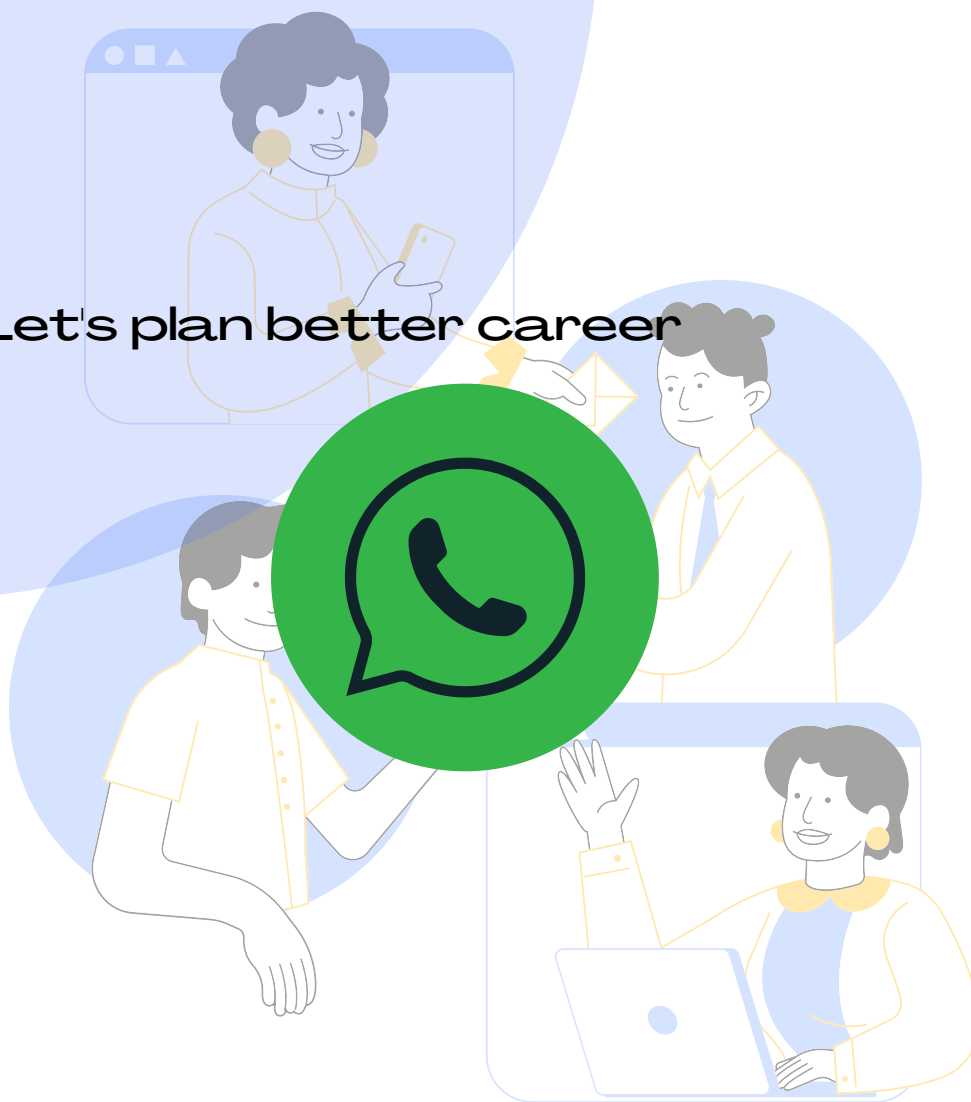
"Core Data Analytics - Advanced Excel, SQL, Dashboard, Pivot, etc.  
Expert coaching!"

**Many more...**

**CHAT WITH US TO GET MORE  
INSIGHTS..**

**DATA SCIENCE-DATA ANALYTICS-CAREER**

**Let's plan better career**



**THE CAREER LENS**  
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