



Artiq Insights

Learn to turn data into decisions

Professional Certificate in Data Analytics (PCDA)

**LEARN
INNOVATE
LEAD**



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EXPLORE ANALYZE AND COMMUNICATE USING DATA



Program Duration

3 Months



Program Format

Blended / Live online



Focus

- Excel, Power BI and dashboards creation
- Exploratory data analysis and statistical tests
- Python for machine learning
- Predictive data analytics
- SQL fundamentals



Unique Edge

With no prior background, develop technical and communication skills suited for high-value roles in data science and data analytics.



Artiq Insights

KEY HIGHLIGHTS



Hands-on Job-Ready Skills



Top Industry Tools



Strong Statistical Thinking



Career Support



Impactful Communication



**Real-World
Capstone Project**



130 Hours of Expert-Led Training



Github Portfolio

LEARNING PATH FLOW



TARGET AUDIENCE

This program is ideally suited to you if you are

- A working professional transitioning into data analytics
- A recent graduate looking to launch your career in data science or data analytics
- An entrepreneur or business leader wanting to make data driven decision
- One who wants to learn how data can unlock insights and opportunities
- Curious about analytics but unsure where to start



PROGRAM OUTCOMES

- » Clean and prepare structured data using modern tools for further analysis
- » Write code in Python to execute statistical analysis and build machine learning models
- » Apply appropriate statistical and machine learning techniques to derive actionable insights
- » Create dashboards using tools like Power BI to present visual narratives of the data
- » Execute a variety of operations on data and data tables using SQL
- » Make predictions of a value or a category by build appropriate linear models

PROGRAM OVERVIEW



Data Analytics is one of the fastest-growing career paths. Companies across industries need talent that can analyze data and drive smarter decisions. This professional certificate program gives you job-ready Data Analytics skills, making it ideal for fresh graduates and career changers looking to enter data science and analytics roles.

In just 3 months, you'll learn the complete analytics workflow using Excel, Python, SQL, Tableau and Power BI. You'll clean and explore real datasets, apply statistics and predictive techniques, and present insights through impactful dashboards and reports.

With live instructor-led training, hands-on labs and an industry-aligned capstone project, you'll build a strong portfolio and the confidence to pursue roles such as Data Analyst, Business Analyst, and Junior Data Scientist.

This is your path to becoming a data professional — one who turns information to smarter decision and better outcomes.



Module Details

Data Foundations and Excel Skills

- ◆◆ Handle structured and unstructured data
- ◆◆ Clean, transform and validate data for analysis
- ◆◆ Use Excel efficiently for exploration and reporting

Statistics for Data Analysis

- ◆◆ Apply descriptive and inferential statistical methods
- ◆◆ Test hypotheses and validate conclusions
- ◆◆ Interpret results to support data-driven decisions



Module Details

Python for Analytics

- ◆◆ Use Python data structures and control flows
- ◆◆ Work with NumPy, Pandas and visualization libraries
- ◆◆ Perform data preprocessing and EDA programmatically

Data Visualization

- ◆◆ Build interactive dashboards in Tableau and Power BI
- ◆◆ Apply visualization best practices for clarity and impact
- ◆◆ Present insights tailored to stakeholders



Module Details

Predictive Analytics and Machine Learning Basics

- ◆◆ Implement regression and classification techniques
- ◆◆ Evaluate model performance with diagnostic metrics
- ◆◆ Apply feature selection and transformation for improvement

SQL and Big Data

- ◆◆ Query and manipulate data in relational databases
- ◆◆ Use joins, aggregations and built-in functions
- ◆◆ Understand big data platforms and distributed processing concepts

CERTIFICATION AFTER COMPLETION





Contact us

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