

# Data Analytics & Excel Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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## Course Overview

The Data Analytics & Excel Course at GIDM is designed to help students build strong analytical skills using **Advanced Excel, Data Visualization, and Analytics techniques**. This course focuses on real-world data handling, reporting, and business decision-making with hands-on projects.

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## What You Will Learn

- Data analysis fundamentals and business use cases
  - Advanced Excel formulas and functions
  - Data cleaning and preparation techniques
  - Dashboard creation and reporting
  - Data visualization and insights
  - Real-time data analysis projects
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## Detailed Course Modules

### Module 1: Introduction to Data Analytics

- What is Data Analytics?
  - Types of data (Structured & Unstructured)
  - Role of data analyst
  - Analytics lifecycle
  - Business applications of data analytics
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### Module 2: Excel Basics for Analytics

- Excel interface and navigation
- Data entry and formatting
- Basic formulas and functions
- Sorting and filtering data
- Conditional formatting

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## **Module 3: Advanced Excel Functions**

- Logical functions (IF, IFS, AND, OR)
- Lookup functions (VLOOKUP, HLOOKUP, XLOOKUP)
- Text functions
- Date & time functions
- Error handling functions

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## **Module 4: Data Cleaning & Preparation**

- Removing duplicates
- Data validation
- Text to columns
- Handling missing data
- Data consistency techniques

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## **Module 5: Pivot Tables & Pivot Charts**

- Creating pivot tables
- Data summarization
- Grouping data
- Pivot charts
- Slicers and timelines

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## **Module 6: Data Visualization & Dashboards**

- Charts and graphs (Bar, Line, Pie)
- Advanced chart formatting
- KPI dashboards
- Interactive dashboards in Excel
- Data storytelling techniques

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## **Module 7: Excel for Business Analytics**

- Sales analysis
- Marketing data analysis
- Financial analysis basics
- HR analytics

- MIS reporting
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## **Module 8: Introduction to Power Tools**

- Power Query basics
  - Data import from multiple sources
  - Power Pivot overview
  - Data modeling concepts
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## **Module 9: Data Analysis Techniques**

- Descriptive analytics
  - Trend analysis
  - Forecasting basics
  - What-if analysis
  - Scenario manager
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## **Module 10: Projects & Case Studies**

- Real-world business datasets
  - Excel-based analytics project
  - Dashboard creation project
  - Final data analysis presentation
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## **✂ Practical Training & Hands-on Work**

- Live datasets for practice
  - Excel assignments after each module
  - Real business case studies
  - Final project with reporting
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## **Certification & Career Support**

- Industry-recognized certification
- Internship assistance
- Resume building & interview preparation
- Job and freelancing guidance

- 100% placement support
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## Frequently Asked Questions (FAQs)

### **Q1. Who can join this course?**

Students, graduates, working professionals, and business owners.

### **Q2. Do I need prior Excel knowledge?**

No, this course starts from basics and moves to advanced level.

### **Q3. Is this course practical?**

Yes, the course includes hands-on projects and real datasets.

### **Q4. Will I get a job after this course?**

We provide placement assistance and career guidance.

### **Q5. Can I use this course for freelancing?**

Yes, Excel and analytics skills are highly demanded for freelancing.

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## **Build a Career in Data Analytics with GIDM**

Gain practical analytics skills and become job-ready with industry-focused training.

