

Data Analytics & Excel Course Syllabus

Offered by: GIDM – Gurugram Institute of Digital Marketing

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.

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

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

Module 2: Excel Basics for Analytics

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

Module 3: Advanced Excel Functions

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

Module 4: Data Cleaning & Preparation

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

Module 5: Pivot Tables & Pivot Charts

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

Module 6: Data Visualization & Dashboards

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

Module 7: Excel for Business Analytics

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

- MIS reporting

Module 8: Introduction to Power Tools

- Power Query basics
- Data import from multiple sources
- Power Pivot overview
- Data modeling concepts

Module 9: Data Analysis Techniques

- Descriptive analytics
- Trend analysis
- Forecasting basics
- What-if analysis
- Scenario manager

Module 10: Projects & Case Studies

- Real-world business datasets
- Excel-based analytics project
- Dashboard creation project
- Final data analysis presentation

❖ Practical Training & Hands-on Work

- Live datasets for practice
- Excel assignments after each module
- Real business case studies
- Final project with reporting

🎓 Certification & Career Support

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

- 100% placement support

❓ 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.

Build a Career in Data Analytics with GIDM

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

