



THE CAREER LENS



BUSINESS INTELLIGENCE WITH POWER BI

Data Science-Data Analytics-Data Logic



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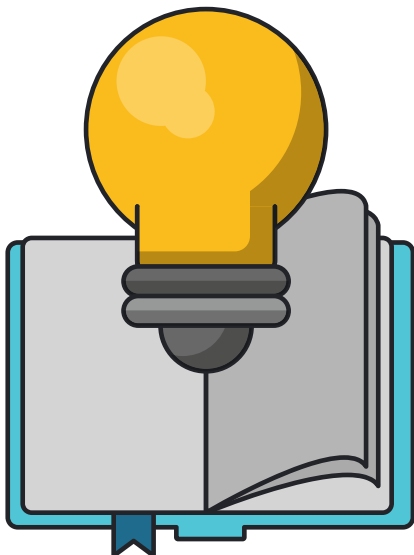


More than 11+ years of experience

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"

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Why Data Science or Data Analytics?

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



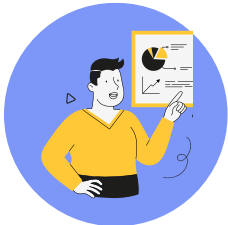
High Demand

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?

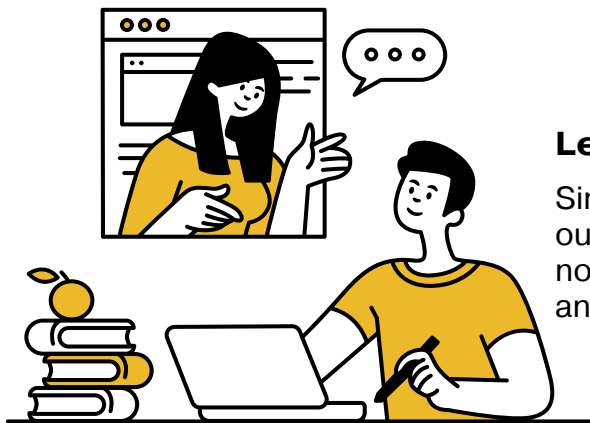


Practical Curriculum

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



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



Business Intelligence with Power BI

● **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

● **PROJECT 1**

● **PROJECT 2**



Core Skills



Aptitude Preparation

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



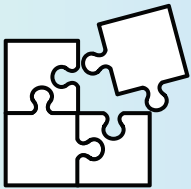
Resume Building

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



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



Professional Skills

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



Interview Preparation 1

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



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



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

