



# CERTIFICATE

Kseniia Tsapenko

Has successfully completed

**Data Analytics**

course at GoIT

22/01/2024

Unique ID 23174

Data Analytics

[goit.global](https://goit.global)

CEO of GoIT

Anton Chorny

A stylized handwritten signature in white ink, appearing to read "Anton Chorny".

# Supplement to Data Analytics course certificate

## General information

### Soft Skills

2 classes, 4 hours

### Tech Skills (DA)

#### Classes:

31 classes, 62 hours

1 bonus class, 2 hours

#### Assignments:

29 assignments on Tech Skills, 74 hours

1 bonus assignment on Tech Skills, 3 hours

#### Final project on Tech Skills:

Project planning, 1 hour

Project development, 16 hours

### Career Skills

3 classes, 6 hours

## DA units

### Unit 1. Basic statistics, analysis, and data visualization in Google Sheets

- Introduction to data analytics and the basics of analysis
- Google Sheets for data analysis and visualization
- Advanced Google Sheets features for data analysis and visualization

### Unit 2. SQL and data visualization

- Basic SQL
- Advanced work with SQL and Looker Studio
- Working with data and functions in SQL
- BigQuery and Google Analytics 4

**Unit 3.** Data visualization in product and marketing analytics

- Data visualization basics in Tableau
- Advanced Tableau features
- Creating effective dashboards and visualizations in Tableau
- Amplitude and tracking plan
- Bonus. Power BI

**Unit 4.** Python and Jupyter Notebook

- Introduction to Python and Jupyter Notebook
- Pandas library in Python. Part 1
- Pandas library in Python. Part 2

**Unit 5.** A/B testing

- Introduction to A/B testing
- Analysis and presentation of A/B testing results