



Data Analysis Curriculum

Become job-ready in data analysis with beginner-friendly training in spreadsheets, SQL, dashboards, and reporting.

Duration: 8 weeks

Format: Online classes with mentorship support

Level: Beginner Friendly

Program Overview

A structured beginner-to-job-ready curriculum built around business thinking, data preparation, analysis workflows, dashboards, and portfolio case studies.

What Students Will Achieve

- Understand the full analytics workflow from business question to recommendation
- Work confidently with spreadsheets, SQL, dashboards, and reporting practices
- Clean, analyse, and present data in a way stakeholders can act on
- Complete a portfolio-ready analysis case study

Tools and Platforms

Google Sheets | Microsoft Excel | SQL | Power BI | Looker Studio

Curriculum Modules

Module 01: Analytics Foundations and Business Thinking

Build the mindset and vocabulary of a modern analyst while learning how data supports decisions.

- The role of data analysts in business and product teams
- Structured thinking, business questions, and problem framing
- Data ecosystems, ethics, privacy, and stakeholder communication

Practical Output: A business-question brief and stakeholder requirements template



Module 02: Spreadsheets, Data Collection, and Organisation

Start working with raw data using spreadsheet workflows that prepare you for real analysis tasks.

- Spreadsheet formulas, sorting, filtering, validation, and lookup functions
- Data collection planning, file organisation, and naming standards
- Data quality checks and documentation habits

Practical Output A cleaned spreadsheet workbook with analysis-ready tabs

Module 03: Databases, SQL, and Data Preparation

Move from spreadsheet-level work into querying structured datasets with confidence.

- Database concepts, tables, relationships, and schemas
- Core SQL queries for filtering, joins, aggregations, and calculated fields
- Preparing datasets for exploration and analysis

Practical Output A SQL exercise pack with saved business queries

Module 04: Data Cleaning, Analysis, and Insight Development

Use repeatable workflows to clean messy data, analyse trends, and draw valid conclusions.

- Data cleaning standards, integrity checks, and transformation logic
- Descriptive analysis, trend spotting, and KPI interpretation
- Turning observations into useful business insights

Practical Output An analysis workbook with documented findings and assumptions

Module 05: Dashboards, Visualisation, and Storytelling

Learn how to communicate results clearly with charts, dashboards, and concise narratives.

- Chart selection, visual hierarchy, and dashboard design principles
- Building reports in BI tools and presenting core KPIs
- Presenting findings to technical and non-technical audiences

Practical Output A dashboard and insight presentation deck

Module 06: Case Study, Portfolio, and Career Readiness

Bring everything together in a professional case study and prepare to present your work confidently.

- Case study structure and portfolio writing
- Documenting methodology, decisions, and recommendations
- Interview-ready storytelling for analytics roles

Practical Output A portfolio-ready analytics capstone project

Capstone Project

Complete an end-to-end analytics case study where you prepare a dataset, analyse patterns, build a dashboard, and present business insights.



Icrust Digital Academy

Learn Digital Skills. Build Your Future.

Phone: 0805555646

Facebook: facebook.com/icrustdigitalacademy

Website: icrustacademy.ng

Student Support

- Mentorship and guided support throughout the learning journey
- Certificate of completion after successful participation
- Career guidance to help position students for opportunities