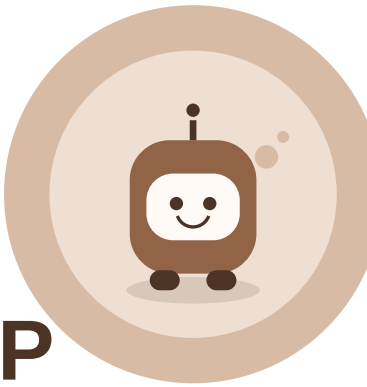


DATA ANALYST BUILDER FELLOWSHIP

From raw data to useful decisions.
From learning to proof.

A PRACTICAL, PROJECT-LED JOURNEY

Build the core skills employers expect to see: spreadsheet analysis, SQL, Power BI, Python, statistics and the ability to explain what the data actually means.

12 WEEKS	UP TO 16	■10,000
Target completion	If practice is needed	Full program fee

A degree shows what you studied. Your work helps show what you can do.

GBD is not built around watching lessons and collecting certificates. It is built around learning, applying, getting feedback, improving, and demonstrating capability.

Beginner-friendly • Guided practice • Real case studies • Portfolio evidence

THE GBD DIFFERENCE

We will not promise a job or guaranteed placement. We will create a structured environment for you to practise, build, explain your decisions and receive feedback. Your work—not our marketing—is the evidence.

A builder mindset, applied to data.

Data analysis is more than learning tools. A capable analyst can clarify a question, check whether the data is trustworthy, choose a sensible method, communicate what was found and identify what should happen next.

01 **GRASP**	02 **BOOST**	03 **DELIVER**	04 **EARN**
Understand the foundations.	Practise and fix gaps.	Show work that can be reviewed.	Pursue opportunities with evidence.

What you should be able to demonstrate

- Clean and inspect datasets; identify missing values, duplicates and inconsistent formats.
- Write SQL queries across multiple tables and validate the results.
- Build a Power BI dashboard with a sensible model and useful measures.
- Use Python and pandas for repeatable data preparation and exploratory analysis.
- Use statistics carefully and distinguish correlation from causation.
- Explain insights, assumptions, limitations and recommendations to another person.

Who this is for

College students, fresh graduates and early-career learners who want a practical starting point in analytics. No prior analytics experience is required. You should be willing to practise consistently, ask questions and revise work after feedback.

THE TIME COMMITMENT

Plan for roughly 8–12 hours each week across sessions, independent practice and project work. The cohort targets 12 weeks and may extend to 16 weeks if the evidence shows a learner needs more guided practice.

Curriculum / Part I

Foundations first. Tools are taught in the order they become useful.

WEEK 1–2 / Excel / Sheets + analytical foundations

Data types; tidy data; sorting and filtering; formulas; IF and lookup functions; text/date functions; duplicates and missing values; pivot tables; charts; descriptive statistics; KPIs.
Deliverable: cleaned spreadsheet + findings note.

WEEK 3–4 / SQL essentials

Relational tables; SELECT, WHERE, ORDER BY, GROUP BY, HAVING, CASE; NULL handling; joins; date functions; subqueries; CTEs; row-count checks and debugging.
Deliverable: business question answered across tables.

WEEK 5 / SQL for deeper analysis

Window functions; ranking; running totals; cohort-style questions; readable queries; database schema basics; timed practice. PostgreSQL is the practice environment.
Deliverable: SQL investigation with documented logic.

WEEK 6 / Power BI foundations

Import data; Power Query; cleaning and transformation; relationships; data types; choosing visuals; basic report layout and filters.
Deliverable: first report draft.

Curriculum rule

Each module ends with a visible piece of work. Learners move forward by demonstrating understanding—not simply by attending a session.

Curriculum / Part II

Analysis, interpretation and a capstone that brings the workflow together.

WEEK 7 / Power BI modelling + storytelling

Fact/dimension tables; relationships; basic DAX measures; filters; visual hierarchy; dashboard design; data validation; communicating a finding.
Deliverable: interactive dashboard + model explanation.

WEEK 8–9 / Python for analysts

Python essentials; notebooks; pandas Series/DataFrames; selecting, filtering and sorting; groupby; merge; missing values; duplicates; data types; basic charts and EDA.
Deliverable: reproducible analysis notebook.

WEEK 10 / Statistics + business reasoning

Mean/median/spread; distributions; sampling; intuitive confidence intervals; hypothesis-testing basics; correlation vs causation; bias; ethics; uncertainty.
Deliverable: analysis that states limitations.

WEEK 11 / Cloud literacy + Google Analytics 4

Cloud compute, storage and databases; regions, permissions, shared responsibility, security and cost awareness. GA4 events, users, sessions, acquisition, UTMs, key events and KPIs.
Deliverable: cloud architecture sketch + GA4 measurement plan.

WEEK 12 / Capstone + presentation

Define an audience and business question; inspect and clean data; analyse; visualise; recommend next steps; document assumptions and limitations; present and defend decisions.
Deliverable: capstone v1 + presentation.

12 WEEKS IS THE TARGET — NOT A RACE

The program may extend to week 16 when learners need extra practice, feedback or revision. The extension is for mastering the core and completing quality work—not for adding unrelated topics.

Case studies & portfolio work

Inspired by the case-study-led curriculum format in the reference brochure, GBD will use practical datasets with clear business questions. The examples below are proposed learning projects, not claims of employer partnerships.

01 / SPREADSHEET INVESTIGATION

Sales, operations or service data

Clean the dataset, define metrics, use pivot tables and charts, and write three evidence-backed findings. Note data-quality issues.

02 / SQL BUSINESS INVESTIGATION

Retail or e-commerce data

Use relational tables to investigate growth, product performance, customer segments or drop-offs. Submit readable queries and validation checks.

03 / POWER BI DASHBOARD

Operations or commercial performance

Build a modelled dashboard with useful measures, filters and a clear narrative. Explain the intended audience and decisions supported.

04 / PYTHON EDA NOTEBOOK

A public dataset with a real question

Prepare data with pandas, explore patterns, visualise results and document assumptions so another person can reproduce the work.

CAPSTONE / END-TO-END ANALYSIS

A bounded business problem

Define the question, inspect and clean data, analyse it, visualise results, state limitations, recommend next steps and defend your decisions.

Examples of possible case-study domains

Retail and e-commerce • customer behaviour • operations • public datasets • digital campaign measurement • service performance. The final datasets depend on licensing, access and cohort needs.

Progress is measured in work.

A polished dashboard is not enough if the numbers are wrong. Evaluation should reward correctness, reasoning, data quality, business relevance, communication and reproducibility.

ASSESSMENT AREA	WEIGHT	WHAT GOOD LOOKS LIKE
Accuracy & correctness	25%	Queries, calculations and visuals match the data.
Reasoning	20%	Question and method make sense; interpretation follows evidence.
Data quality	15%	Missing values, duplicates and assumptions are addressed.
Business relevance	15%	Findings connect to a decision or user need.
Communication	15%	Clear writing, visuals and oral explanation.
Reproducibility	10%	Readable files, documentation and traceable steps.

What the learning loop looks like

LEARN	PRACTISE	SUBMIT	REVIEW	REVISE
Concept	Exercise	Evidence	Feedback	Improvement

IMPORTANT

Attendance alone is not proof of skill. Expect exercises, reviews, corrections, resubmission and a project explanation. Any certificate should reflect requirements actually completed. Job or internship outcomes are not guaranteed.

How GBD is different

We reviewed the public course outlines and program pages of Meta, Google and Coding Ninjas, plus Microsoft learning resources. This is a curriculum/positioning comparison—not a claim that one provider is universally better.

PROGRAM	WHAT IT EMPHASISES	GBD'S CHOICE
Meta Data Analyst Certificate	Spreadsheets, SQL, Python/pandas, statistics, Tableau, data management and hands-on projects.	Adopt the broad workflow and practical projects; keep the short cohort focused on fewer core tools.
Google Data Analytics Certificate	Question-led analysis, cleaning, analysis, visualisation, presentation and data ethics across a multi-course path.	Keep business questions, data quality and communication threaded through the curriculum.
Coding Ninjas Data Analytics Bootcamp	Public program materials highlight Excel, SQL, Python, EDA, statistics, BI, AI-infused workflows, case studies, live support and career assistance; some versions include IBM/Microsoft credentials.	Use case-study-led design and explicit projects as inspiration. GBD's differentiator is the small builder-fellowship philosophy—not claiming equivalent partners, credentials or placement support.
Microsoft Learn / Power BI	Power BI data preparation, modelling, visualisation/analysis and management/security; Azure Fundamentals covers cloud concepts and services.	Make Power BI the primary BI tool and add concept-level cloud literacy. No Microsoft certification is implied.

Our deliberate trade-off

A 12–16 week cohort cannot responsibly promise mastery of every tool and specialty. GBD prioritises Excel/Sheets, SQL, Power BI, Python/pandas, statistics, data quality and communication. Tableau, R, machine learning, Spark and advanced cloud engineering are outside the core unless a validated project requires them.

Official references

- Meta Data Analyst Professional Certificate — Coursera
- Google Data Analytics Professional Certificate — Coursera
- Coding Ninjas Data Analytics Bootcamp
- Microsoft PL-300 study guide
- Microsoft Azure Fundamentals
- Google Analytics learning resources

Your work should speak for you.

The aim is not to leave with a long list of tools on a resume. It is to leave with work you can walk someone through: the question, how you handled the data, why you chose your method, what you found and what you would do next.

DATA ANALYST BUILDER FELLOWSHIP

10,000

ONE PROGRAM FEE • TARGET 12 WEEKS • EXTENDABLE TO 16

CORE TOOLS • GUIDED PRACTICE • PROJECT FEEDBACK • CAPSTONE REVIEW

Before you apply

- Be ready to set aside around 8–12 hours each week.
- Practise independently between guided sessions.
- Bring questions, not just screenshots of completed tasks.
- Be willing to receive feedback and revise your work.
- Understand that a job or internship is not guaranteed.

GRASP → BOOST → DELIVER → EARN

Grasp the foundations. Boost your ability through practice. Deliver work that can be evaluated. Earning opportunities may follow demonstrated capability—they are not promised outcomes of enrollment.

GO BEYOND DEGREE

Learning that creates impact.

Cohort dates, delivery format, mentor availability and support arrangements should be confirmed by GBD before enrollment. Delivery may adapt to student progress while keeping core outcomes intact.