Data Analyst

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Role overview: A Data Analyst interprets complex datasets to extract insights and inform decision making. They process, analyse and visualise data, translating numbers into actionable strategies. Their expertise drives business improvements, optimises operations and identifies growth opportunities.

Step 1: Discover
DISCOVER
- Sourcing
- Testing and matching
- Culture fit interview
- Candidate approval

Watch this video for a demo of shortlisting and interviewing candidates on *Potential*

Step 2: Train (avg 125 hrs)
TRAIN
- Data Foundations
- Data Analysis with Excel
- Reporting with Power BI
- Data Visualisation with Power BI

Step 3: Demonstrate
CAPSTONE PROJECT
Capstone: SFIA level 3
Using a given dataset, build a multi-page report in Power BI.
Demonstrate your report to stakeholders, highlighting key insights.

Read more about Capstones

This Capstone is an example only and can be tailored to your organisation's needs.

Step 4: Deploy
DEPLOY
- Internal hiring
- Onboarding

Step 5: Grow
GROW
- Post deployment
- Capstone: SFIA level 4
- Capstone: SFIA level 5

Below is the recommended training for candidates to be job-ready as a Data Analyst. This suite of courses can be completed in as little as 125 hours.

Explore the full Data pathway

Duration: 20-30 hrs

Data Foundations

This is the first course in a three-part series comprising of Data Foundations, Data Analysis with Excel and Data Visualisation with Power BI.

- Plot and optimise graphs using good visualisation principles
- Interpret basic descriptive statistics
- Understand and plot frequency distributions
- Use and adapt pivot tables
- Understand variants and measures of central tendency
- Understand and avoid misleading statistics

Duration: 40-50 hrs

Data Analysis with Excel

The course will provide students with the core skills required to transform unprocessed data into insights that enable decision making.

- Intro to data analytics
- Transforming data
- Text manipulation
- Joining data in Excel
- Exploratory analysis
- Intro to Power Query
- Quartiles, the IQR and percentiles
- Standard deviation
- Descriptive statistics
- Correlation

Duration: 20-30 hrs

Data Visualisation with Power BI

The Data Visualisation with Power BI course will empower students with the core skills required to visualise data and enable decision making.

- Understand the fundamentals of creating visualisations in Power BI
- Create rich, interactive dashboards

Duration: 10-15 hrs

Reporting with Power BI

This course will teach students how to turn raw data into actionable insights using Power BI and build interactive reports that inform decision-making.

- Connect data sets from a range of sources
- Design engaging visualisations
- Clean, transform and model data
- Build reports and dashboards
- Tell a compelling story with data

Data Analyst

These courses are optional additions to the Data Analyst career pathway – depending on the needs of your organisation.

Explore the full Data pathway

Duration: 20-30 hrs

SQL for Data Analysis and Development

This course introduces the use of Structured Query Language (SQL) for data analysis and software development in an interactive environment.

- Basics of Querying
- Logic in SQL
- Aggregate functions for numerical data
- Complex queries for aggregate functions

Duration: 20-30 hrs

Introduction to Data Engineering

This course is for those that are interested in pursuing the software engineering side of data.

- The language of data engineering
- The basics of databases and how they are managed
- The basics of data modelling
- Common issues encountered by data engineers

Capstone: SFIA level 3

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CAPSTONE PROJECT

A Capstone project is a practical exercise which enables students to demonstrate technical proficiency before stepping into a new role.

The final Capstone presentation is made to the employer or hiring manager and other relevant team members who may ask technical questions relevant to the person's new skill set.

SFIA skills tested

Data visualisation
VISL | Level 3

Facilitating understanding of data by displaying concepts, ideas, and facts using graphical representations.

- Uses a visualisation product, as guided, to design and create data visuals.
- Selects appropriate visualisation techniques from the options available.
- Engages with the target user to prototype and refine specified visualisations.

Data science
DATS | Level 2

Applying mathematics, statistics, data mining and predictive modelling techniques to gain insights, predict behaviours and generate value from data.

- Under guidance, applies given data science techniques to data.
- Analyses and reports findings and remediates simple issues using algorithms implemented in standard software frameworks and tools.

Data modelling and design
DTAN | Level 2

Developing models and diagrams to represent and communicate data requirements and data assets.

- Establishes, modifies or maintains simple data structures and associated components.
- Uses specific data modelling and design techniques under guidance.

Business intelligence
BINT | Level 3

Developing, producing and delivering regular and one-off management information to provide insights and aid decision-making.

- Sources and prepares data for analysis and performs standard business intelligence analysis activities.
- Creates and delivers standard reports in accordance with stakeholder needs and conforming to agreed standards.
- Investigates the need for new or revised business intelligence analysis.
- Contributes to the recommendation of improvements. Engages with stakeholders under direction.