

# Business Intelligence Analytics Program

Syllabus

4 months

No tech background needed

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# What is a Business Intelligence Analyst?

4 months



The modern world is all about business and data—they're nearly impossible to escape! Now, more than ever, it's vital for companies to make sense of the data they collect.

Business intelligence analysts turn raw data into valuable information, support decision-making processes in businesses, identify and visualize trends and researches, and gather insights across industries. They mostly extract data using SQL, perform and supply data in spreadsheet software like Excel and Google Sheets, and create dashboards with tools like Tableau. BI analysts communicate daily with clients and stakeholders to understand their issues and provide optimal solutions.

There are over 18k business intelligence analyst jobs on Glassdoor as of November 2022.

According to the U.S. Bureau of Labor Statistics, the number of job openings for analysts is expected to grow by 23 percent between 2021 and 2031, significantly higher than the five percent average job growth projected for all jobs in the country.

# Course Structure

Your journey will be divided into sprints, two-week-long work intensive periods grouped into thematic modules. Each sprint will have a particular learning objective, reinforced through quizzes and tasks. Most tech companies work in this format, so you will come prepared. At the end of the sprint, you will take the skills you've learned and combine them with your existing skills to work on a project that will be assessed by industry experts.

We provide some rough time estimates to help you plan and manage your schedule, and we recommend spending around 20 hours per week studying. However, we understand that everyone has different commitments and people learn at different speeds. We also understand you may need a break at times, so we have some suggested breaks scheduled in too.

Throughout the program, you will encounter career lessons designed to guide you, step by step, as you prepare for a successful career change. In addition to career lessons you will develop all essential aspects of teamwork, time-management, business thinking and much more in soft skills lessons.

## Career Lessons

In these lessons, you will learn:

- How to craft a strategic job search plan
- How to tailor your resume and cover letter specifically for tech positions
- How to optimize your LinkedIn profile to attract recruiters
- How to master the art of networking and expand your professional connections
- How to build an impressive project portfolio and GitHub profile
- And much more!

By completing these chapters, you'll gain the fundamental knowledge necessary to initiate your job search.

## Soft Skills Lessons

At TripleTen, we're committed to ensuring your career readiness by seamlessly integrating essential soft skills lessons into our main curriculum. Our program focuses on four crucial themes:

- Communication and teamwork
- Business thinking and problem-solving
- Self-management and task management
- Analytical and critical thinking.

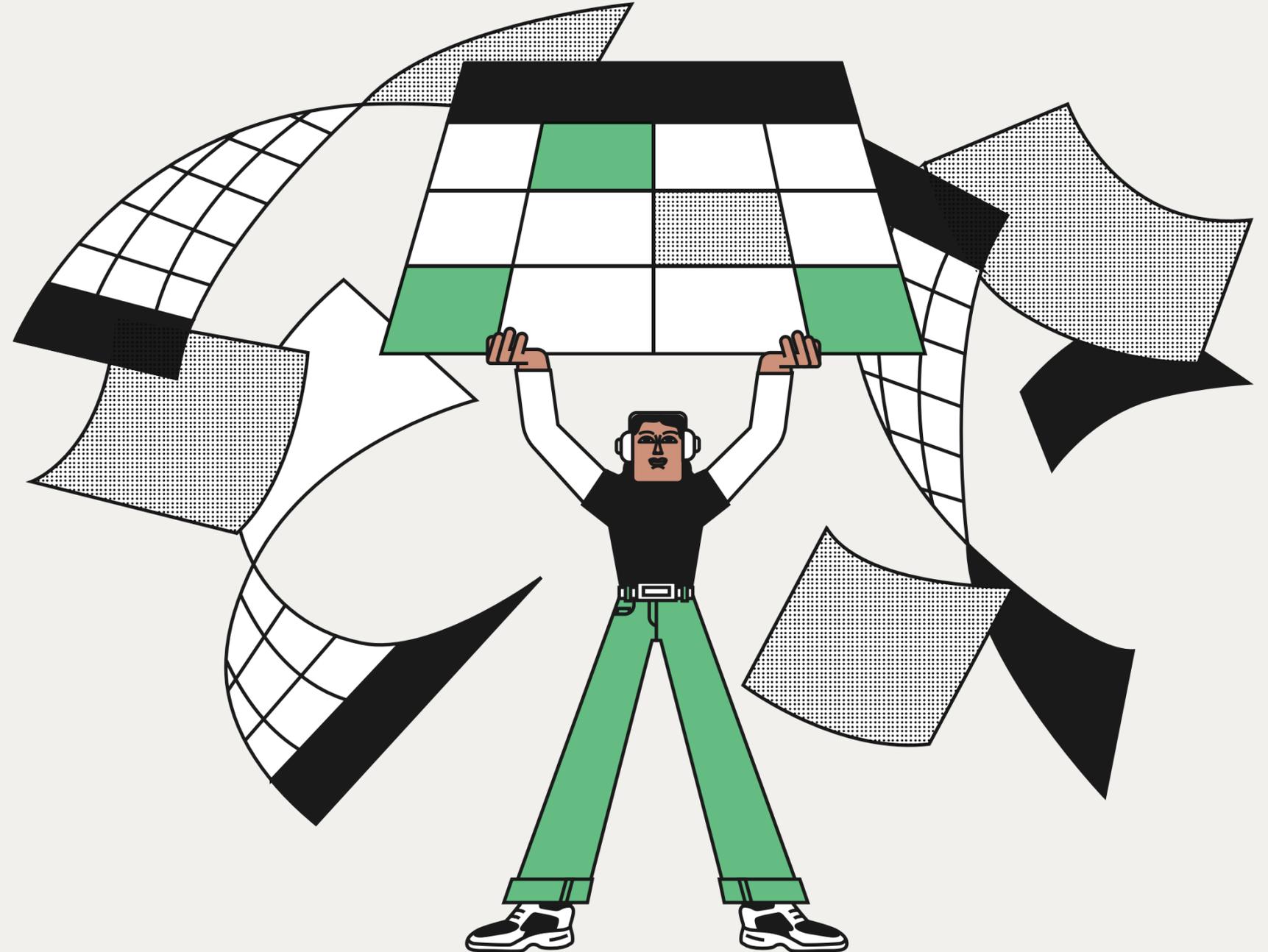
These lessons are carefully designed to elevate your professional skill set and propel your career to new heights. With our comprehensive approach, you'll be fully equipped for a successful career journey!



# Module 1: Spreadsheets

4 weeks

Getting into the basics of analytics together with spreadsheets. This module will explore industry best practices for choosing and calculating the right metrics and how to efficiently execute an analysis using spreadsheets.



## 📄 Welcome Sprint: A First Look at Business Analytics

- Onboarding
- Understanding the Brief
- Working Through the Task
- Delivering the Task
- Project
- Conclusion

2 weeks

40 hours

## 📄 Sprint 1: Advanced Spreadsheets

- Introduction
- Spreadsheet Fundamentals
- Data Cleaning and Pre-processing
- Pivot Tables
- Graphs and Charts
- Spreadsheet Best Practices
- Soft Skills Lessons:  
Analytical & Critical Thinking
- Project
- Conclusion

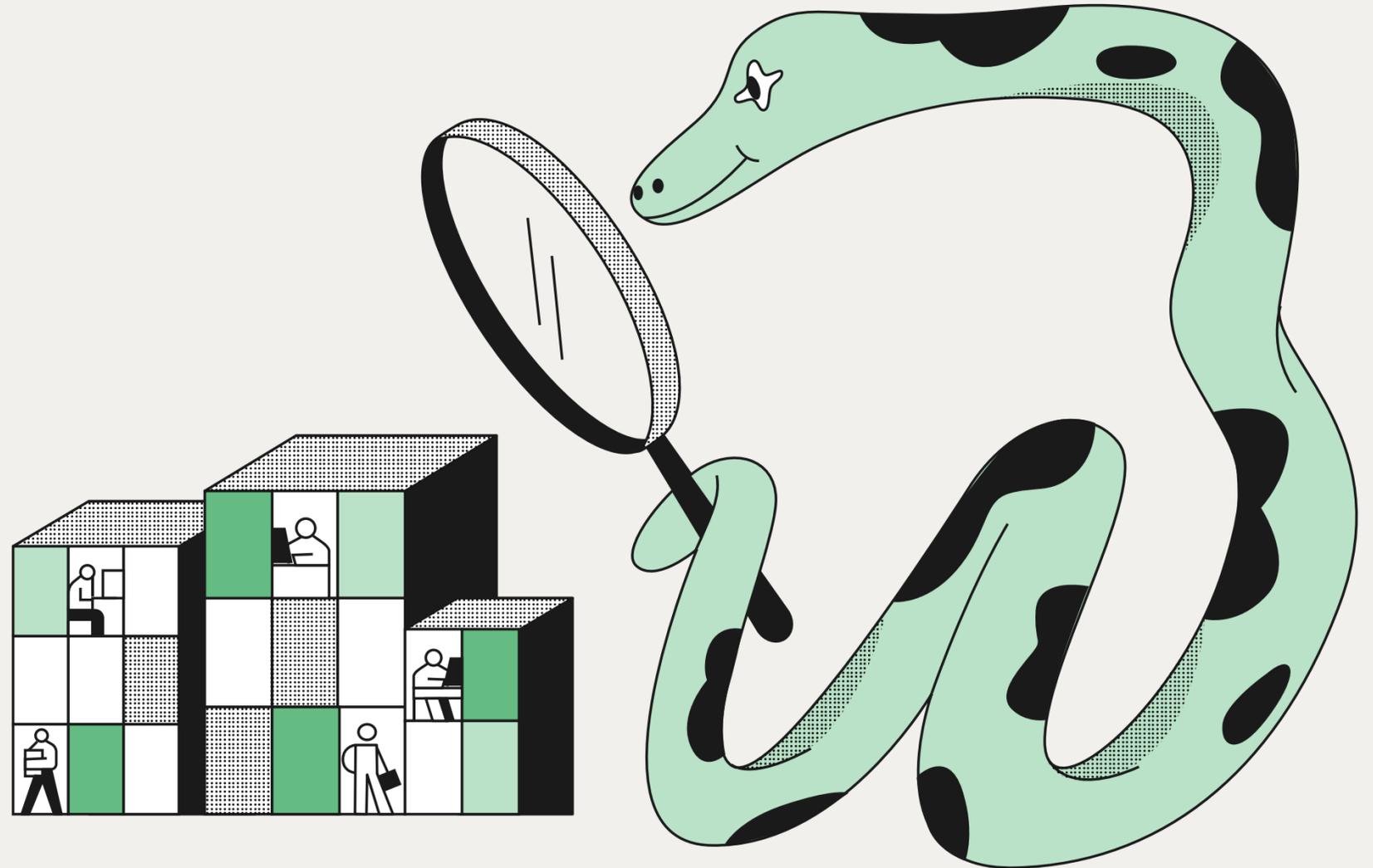
2 weeks

40 hours

# Module 2: Business Analytics

4 weeks

Building an impactful analysis starts with understanding how to use SQL databases to access and filter data.



## 📅 Sprint 2: SQL Databases

- Introduction to Data Collection and Storage (SQL)
- SQL as a Tool for Working with Data
- Advanced SQL Features for Analysts
- Relationships Between Tables
- Project
- Career Lessons: Resume & Cover Letter
- Soft Skills Lessons: Self-management
- Conclusion

2 weeks

40 hours

## 📅 Sprint 3: Business Analytics

- Introduction
- Business Metrics
- Funnel Metrics
- Cohort Analysis
- User Metrics
- Assessment and Sprint Project
- Soft Skills Lessons:  
Teamwork & Problem-solving
- Conclusion

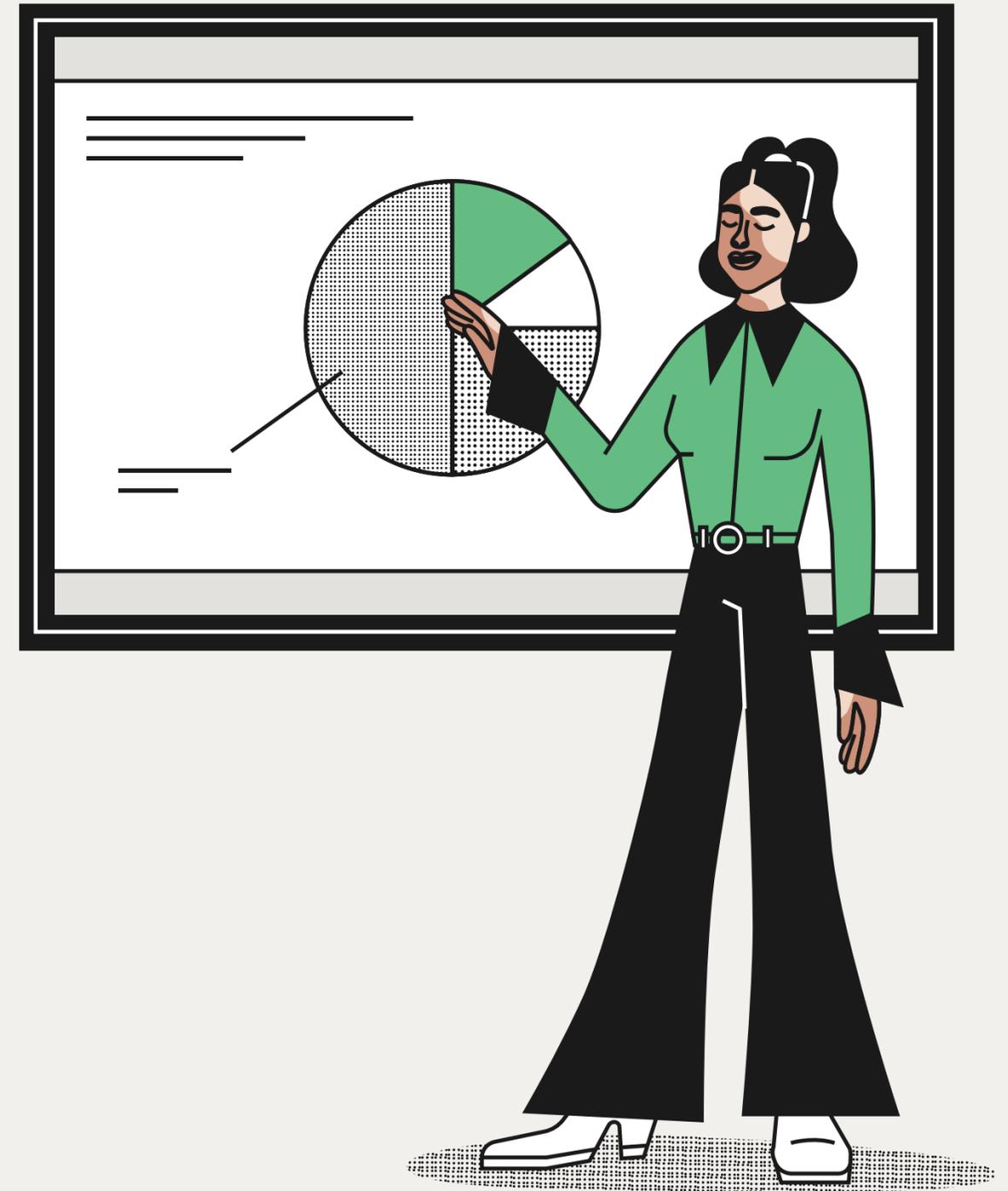
2 weeks

40 hours

# Module 3: Data Visualization and Storytelling

6 weeks

An analysis is only effective when you can clearly communicate it to your stakeholders. This module will focus both on how to build interactive data visualizations in Tableau and Power BI and the best practices in developing persuasive stories for your presentations.



## 📅 Sprint 4: Data Visualization with Tableau

- Introduction
- Fundamentals of Tableau
- Building Charts
- Making Interactive Charts
- Project
- Soft Skills Lessons: Business Thinking
- Career Lessons: Creating an Online Presence
- Conclusion

2 weeks

40 hours

## 📅 Sprint 5: Storytelling with Data

- Introduction
- Building Your Story
- Tableau Dashboards
- Tableau Stories
- Presentation Best Practices
- Project
- Soft Skills Lessons: Communication Skills
- Career Lessons: Creating a Strong Portfolio
- Conclusion

2 weeks

40 hours

## 📅 Sprint 6: Power BI

- Introduction
- What is Power BI?
- Building Your First Report
- Using DAX Formulas & Dashboards
- Project
- Soft Skills Lessons: Communication skills
- Conclusion

2 weeks

40 hours

# Module 4: Applying Analytics for the Final Project

2 weeks

After building a comprehensive set of skills for your data analytics toolkit, it's time to combine different techniques together to tackle larger projects. This module will focus on choosing the right combination of tools to accomplish a job. The final step in this program is a project where students can demonstrate mastery of data analytics.

## 📄 Sprint 7: Final Project

- Applying All of Your Analytics Tools
- Final Project
- Conclusion
- Next Career Steps

2 weeks

40 hours

# Additional free materials

2 weeks

This sprint offers free additional material for those interested in exploring fundamental Python concepts. It's designed to provide you with essential programming skills, but remember, it's entirely optional.

This module serves as an opportunity to expand your knowledge and skills in Python programming, but it's not necessary for completing the main program. So, if you're curious to learn more or want to strengthen your Python proficiency, join us on this exploration of Basic Python concepts!

Here are some of the key Python and programming concepts that you'll learn about in this sprint:

- How to store data in a variable for later use
- How to perform numeric calculations
- How to work with text data
- How to create data structures: lists and tuples
- How to write code that makes decisions

## Basic Python

- Onboarding
- Python Fundamentals
- Strings
- Lists and Tuples
- Algorithms
- Guided Case Study: Basic Python

2 weeks

40 hours

# Career Preparation

## From day one

Access career-focused lessons that strengthen both:

- **Hard skills:** for job applications
- **Soft skills:** networking, communication, self-promotion and interview techniques

## Midway through

Partner with a career coach to:

- Develop a personalized job search strategy
- Perfect your resume, LinkedIn profile, and portfolio
- Practice interview & networking techniques in group and individual sessions

## As you progress

- Participate in Code Jams—team competitions to apply your skills
- Complete an Externship—gain real-world business experience (you'll learn more as you advance!)

## After graduation

Enter the job search phase with support from a Placement Coordinator:

- Regular check-ins to keep you on track
- Feedback to improve applications and networking
- Help connecting with recruiters and hiring managers
- AI-powered job search platform to manage applications and track progress

Learn  the job.

✦ ✦ Get the job. ✦ ✦