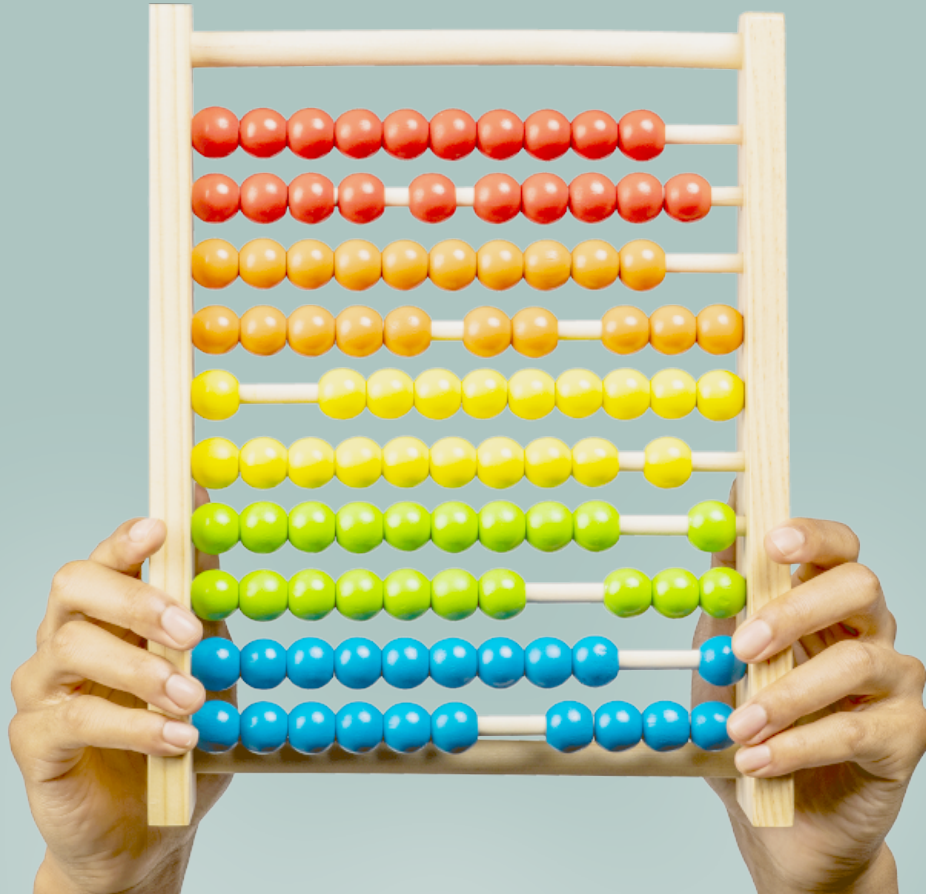


Data



Data Analyst

Analyze data and model phenomena with realistic business cases. Start your career in Data Science now!



Path duration:
580 hours



Job guarantee**



Apprenticeship
duration:
24 months



Average duration
of full-time study:
12 months



Bachelor's-level
diploma*

*Data Analyst - NSF 326 - Level 6 (Eu) 6 (UK) Bachelor's-level diploma (Fr) - filed in the RNCP by ministerial order 10/13/20 officially published on 10/13/20

** Conditions available at <https://openclassrooms.com/en/job-guarantee>

OPENCLASSROOMS

Due to unprecedented growth, it is estimated that **more than 200,000 jobs in the data sector will be created by 2020** in the U.S. alone.

Here at OpenClassrooms, we focus on high-demand roles, reverse-engineering our curriculum based on the skills needed to perform on the job.

We've built **this one-year, bachelor's-level diploma program in data analysis** to enable our students to develop their careers in the growing data sector. This program is taught entirely online with one-on-one, weekly sessions with a dedicated mentor.

What will I do as a Data Analyst?

A Data Analyst's job is to **analyze data** and **transform it into highly valuable metrics for a company**. They are responsible for both **data collection** and **data processing** as well as guaranteeing data integrity.

A Data Analyst reports the results to various departments in the company. Therefore, a Data Analyst will need to develop **communication and reporting skills** to support decision-making processes.

A data analyst's responsibilities are diverse. They include:

- Gathering data: standardizing it while maintaining its integrity.
- Interpreting data: identifying trends and helping others make sense of it.
- Presenting data: creating dashboards, visualizations, and written reports.
- Analyzing data: supporting decision-making to improve the company's strategy.

How much will I earn?

Here is what you can expect to earn in your career as a Data Analyst:

US Income Estimates:

- Beginner: \$60,000 to \$70,000 per year
- Senior: \$70,000 to \$100,000 per year

UK Income Estimates:

- Beginner: £22,000 to £30,000 per year
- Senior: £30,000 to £48,000 per year

(source: glassdoor.com)

Roles in data analysis are in high demand for full-time employment. Freelance Data Analysts have charged up to \$500 or £400 per day of work.

What are my job prospects?

Companies around the world are looking for Data Analysts both in start-ups and in large enterprises.

This program will prepare you for the following careers:

- Data Analyst (6,000+ jobs on Indeed.com)
- Marketing Analyst (10,000+ jobs on Indeed.com)
- Business Intelligence Analyst (5,000+ jobs on Indeed.com)

With these roles, there is a high level of career mobility. After a few years of practice, you could become a **Data Scientist!** You'll be able to create custom algorithms and dig further into mathematical models.

Who is eligible to enroll?

To be eligible to earn this path's diploma, candidates must demonstrate proof of one of the following prerequisites:

- an associate's degree, or equivalent, in economics, finance, sales, marketing, software development or STEM.
- **or** a high school/secondary school degree, vocational certificate, or equivalent, and at least 2 years of professional experience in economics, finance, sales, marketing, software development or STEM.

All other candidates will need to go through a specific admissions process:

- demonstrate proof of an associate's degree, or equivalent, and at least 1 year of professional experience.
- **or**, demonstrate proof of a high school/secondary school degree, vocational certificate, or equivalent, and and at least 3 years of professional experience.
- **and** completed placement test consisting of:
 - Taking OpenClassrooms courses: [Destination AI: Introduction to Artificial Intelligence](#) ; [Perform an Initial Data Analysis](#).
 - A personal data analytics or reporting project (for instance a reporting, a dashboard, a notebook) accompanied by a 10-minute recorded video that explains the project.

For all candidates, the admissions process starts with a form to validate the aforementioned prerequisites, as well as the alignment between the candidate's

professional goals and this path. Any necessary documents for the candidate's application will be collected via this form. If necessary, an individual interview with the candidate will also be organized.

- **Language:** Candidates whose native language is not English will need to submit proof of a B2 English level on the CEFR scale, an IELTS band score of 6.5, or a TOEFL score of 80.
- **Equipment:** Access to a computer (PC or Mac), equipped with a microphone, a webcam and a good internet connection. Your computer doesn't need to be particularly powerful to complete this path, but it will need to meet the following requirements:
 - CPU: 2 x 64-bit, 2.8 GHz, Intel Core i7 or AMD Ryzen 7 (Quad Core)
 - RAM: 16GB memory or larger
 - Storage: Recommended minimum of 100 GB

The list of prerequisites was updated on the 3rd of November 2021 and applies only to new students on the path. If you have enrolled before this date, the previous prerequisites apply. As a reminder, here they are: "Fundamentals of probability, statistics and linear algebra".

What will I learn?

- Perform database searches using SQL queries to retrieve relevant data.
- Transform data into valuable information.
- Create informative data visualizations.
- Create dashboards and reports to facilitate the decision making process.
- Apply key mathematical concepts for data analysis.

How will I learn at OpenClassrooms?

Our learning method is unique and revolves around two elements: **professional projects** and dedicated **mentoring sessions**.

Projects

At OpenClassrooms, learning is [project-driven](#) because that's the fastest way to become proficient. Projects offer hands-on experience so you can hit the ground running when you start your new job.

OpenClassrooms' Data-Analyst path has **9 projects** that you'll need to complete one at a time with the support of your mentor. You'll receive a detailed brief with the context, deliverables and additional details. **Then it's up to you to go and make it real!**

To do this you'll have to be creative, coming up with innovative solutions to the questions at hand.

Want to see an example of a project? Read our blog post [here](#).

Mentorship

During your path, you will be allocated **a mentor who will offer one-to-one support** via weekly video conference sessions. This mentor will offer guidance on your projects, help define objectives and guide you until you reach them. **Our mentors are dedicated professionals who are experts in their field** and have experience in sharing their know-how with our students.

Any questions? Contact our student advisors at +44 20 3868 9900 or +1 (929) 376 0101, or [request more information here](#). Opening hours: Monday to Friday 8.30am- 6.00pm UK time, until 1 pm Eastern Time.

University of Massachusetts Global Partnership



UMass Global

University of Massachusetts Global helps individuals continue their education for career growth by articulating OpenClassrooms Data Analyst training towards university credit and applying it to degree completion. Each program provides you with employer-designated knowledge, skills, and abilities needed in IT careers. Earn industry-recognized certifications along with degrees. Interested in business or other disciplines? Credit can also be used toward several other UMass Global programs.

UMass Global understands going back to school is not easy and recognizes every student comes to us with unique needs, providing you with the flexibility, affordability, and accessibility needed for successful education that fits your lifestyle. UMass Global is a nonprofit affiliate of the University of Massachusetts and is a fully accredited, nonprofit university designed for the busy adult. Offering over 90 programs and degrees in three learning modalities allows you to apply what you learn in courses in real-time, grow in your position, and gain the skills needed to take your career to the

next level. With support from application to graduation, UMass Global is proud to have one of the highest graduation rates of any university of its kind.

Through OpenClassrooms and UMass Global's partnership, wraparound support, and mentoring, individuals across the globe can make their career advancement dreams a reality.

To learn more, please click [here](#).

Additional information is available here:

- [OpenClassrooms and UMass Global Partnership](#)
- [UMass Global](#)
- [UMass Global MyPath - video](#)
- [Free UMass Global Application](#)

If you have questions, please contact Michelle Goyette mgoyette@UMassGlobal.edu, or book a 1x1 meeting with her [here](#).

Project 1 - 30 hours

Start your journey as a Data Analyst

It's time to step into your new role and find out what it means to be a Data Analyst. Take the time to also define your goals and your study schedule in this first project.

Skills

- Adopt a lifelong learning mindset
- Prepare for an interview for a Data Analyst position

Associated courses



Learn How to Learn

 Easy

 6 hours

The ability to learn quickly and effectively is a key skill that can open the door to any domain or career throughout your life. Follow this course to improve your learning capacity and to take control of your personal and professional development!

Project 2 - 40 hours

24 hours in the life of a Data Analyst

Today you must provide a monthly report to your manager. What figures will you choose? Which graphs will you include in your presentation?

Skills

- Describe the role of a Data Analyst

Project 3 - 50 hours

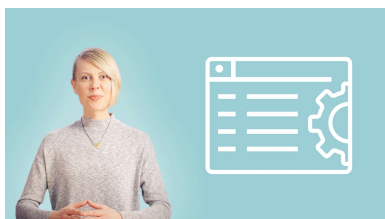
Improve your client's Social Media strategy

You have landed your first freelance job as a Data Analyst for an online magazine! Analyze your client's user data and make recommendations to better target their Social Media audience.

Skills

- Apply relational algebra operations using SQL
- Apply the concepts of the relational model using SQL
- Retrieve and analyze data using SQL queries
- Prepare the database and dataset using SQL

Associated courses



Think like a computer: the logic of programming

 Easy  4 hours

Have you been thinking about a career in software development? Do you find computers and computer lingo a bit foreign? This course demystifies jargon and puts computer programming within reach!



Retrieve Data Using SQL


 Medium  8 hours

In this course, you will learn how to represent data using the relational model and apply relational algebra concepts to SQL, the world's most popular query language to query databases.



Speak in Public

 Easy

 6 hours

Mobilize good practices in public speaking! Discover how to create your content with the techniques of storytelling and mind mapping, how to rehearse effectively and how to master your performance.

Project 4 - 70 hours

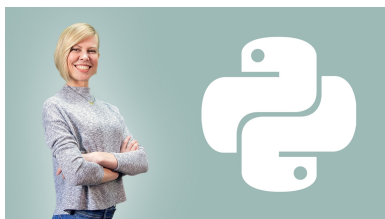
Conduct a public health study

You are responsible for setting the parameters for a study on malnutrition. To guide future research, you will have to designate data points, identifying trends and areas for improvement.

Skills


- Apply basic programming operations
- Apply relational algebra operations using Python
- Retrieve data from an external source
- Use a notebook to facilitate programming and collaboration
- Use Python Data Science libraries to solve a business problem

Associated courses

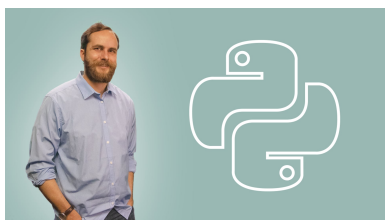


Learn Python Basics for Data Analysis

 Easy


 6 hours

Find out how fun and rewarding programming in Python can be! In this course, you will learn how to use and write functions, get hands-on practice on data analysis, and start working on your very first algorithm!



Use Python Libraries for Data Science

 Medium

 6 hours

Python has emerged as a prominent language for all things Data Science. Operate in a Jupyter notebook and learn how to use the essential libraries like NumPy, Matplotlib and Pandas.

Project 5 - 80 hours

Analyze your company's sales

Your company provides you with their raw sales data and asks you to make sense of it. It's up to you to spot areas for growth and new market opportunities.

Skills

- Describe a dataset using a bivariate analysis
- Describe a dataset using a univariate analysis
- Transform a dataset for analysis

Associated courses



Perform an Initial Data Analysis

 Easy

 6 hours

Do you want to learn about data mining? In this course, you will perform univariate and bivariate analyses on your data. Above all, you will learn how to cleanse a dataset!

Project 6 - 100 hours

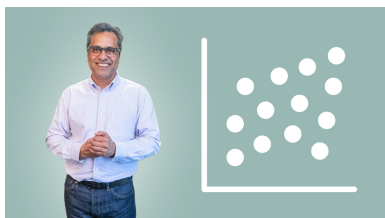
Conduct a market analysis

You are employed in an agribusiness company that wants to expand internationally. You must therefore identify new countries to grow their business.


Skills

- Perform a statistical test
- Carry out a hierarchical clustering

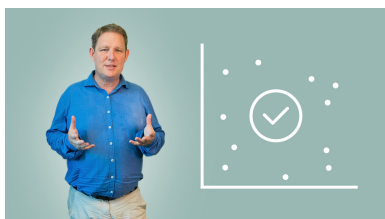
Associated courses



Perform an Exploratory Data Analysis

 Medium  10 hours

Identify patterns in your data using PCA (Principal Component Analysis), a dimensionality reduction technique, and two of the most popular clustering methods: k-means and hierarchical clustering.



Design Effective Statistical Models to Understand Your Data

 Medium  12 hours

Build, interpret, and evaluate linear, logistic and polynomial regression models based on observations in your data.

Project 7 - 70 hours

Detect counterfeit notes

Your IT consulting company has a new client: a government agency in charge of anti-counterfeiting. Your mission: find a solution to detect counterfeit notes

Skills

- Apply a modeling technique
- Perform a classification with the k-means algorithm
- Select the appropriate classification algorithm
- Select the appropriate model to meet business requirements
- Describe a dataset through principal component analysis

Associated courses



Design Effective Statistical Models to Understand Your Data

 Medium  12 hours

Build, interpret, and evaluate linear, logistic and polynomial regression models based on observations in your data.

Project 8 - 80 hours

Make an income prediction

An international bank hopes to find new customers. From existing data, build a model to analyze and predict the income of prospective clients.

Skills

- Apply an ANOVA
- Select the appropriate model to meet business requirements
- Apply a linear regression

Project 9 - 60 hours

Help your company visualize their progress

Your pharmaceutical company wants to easily and efficiently monitor their ongoing projects. Your goal: create a custom dashboard for the executive committee.

Skills

- Identify project needs to create a relevant dashboard
- Create a dashboard to inform and assist decision making

Associated courses



Create a Dashboard with Tableau

 Medium  12 hours

In this course, you will learn how to design an effective dashboard blueprint. You will then build interactive and engaging dashboards from scratch using Tableau, an industry-standard data visualization tool.



alternance

OpenClassrooms, 1^{ère} école en ligne
à proposer des formations diplômantes

L'alternance en ligne permet à l'entreprise et à l'étudiant de trouver le **meilleur rythme** adapté à leurs besoins respectifs.

Côté étudiant :

une formation diplômante et 100% financée

L'alternance est une modalité de formation qui mêle acquisition des connaissances (en ligne) et des compétences (en entreprise).

Comment se déroule un parcours en alternance OpenClassrooms ?

- Après avoir choisi le parcours de formation qui lui convient, **l'étudiant bénéficie d'un accompagnement gratuit de 2 mois pour trouver son entreprise.**
- La formation peut se réaliser en contrat de professionnalisation ou d'apprentissage. Rendez-vous à la page suivante pour savoir lequel choisir !

Est ce que la formation en alternance a un coût pour l'étudiant ?

- La formation en alternance est gratuite ! Une rémunération est également prévue : jusqu'à 100% du SMIC en fonction de votre âge et de votre année de formation.
- Pour se lancer, une seule adresse : openclassrooms.com/fr/apprenticeship

Côté entreprise :

l'accès à des profils qualifiés toute l'année, en toute simplicité !

OpenClassrooms est la 1ère école en ligne à proposer des **formations en alternance, aux titres reconnus par l'État** de niveau Bac+2 à Bac+5, sur des **métiers en tension, très recherchés par les recruteurs**. Les formations en alternance **peuvent être financées, soit par la taxe d'apprentissage, soit par les OPCO (Opérateurs de Compétences)**.

Comment lancer des parcours d'alternance au sein de l'entreprise ?

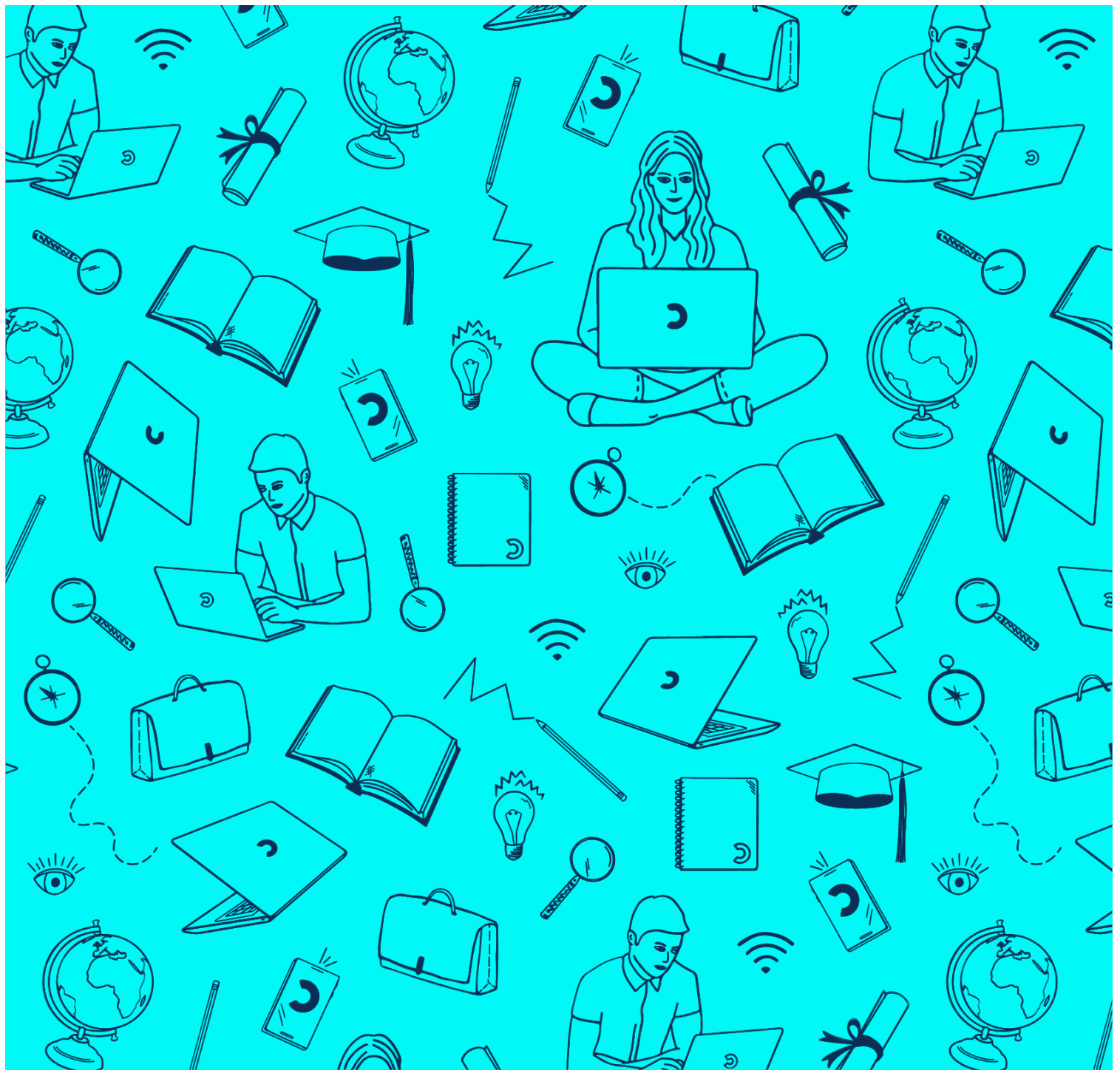
- Pour chercher des profils à recruter en alternance ou lancer le recrutement d'un étudiant déjà identifié, n'hésitez pas à contacter :

job.placement@openclassrooms.com

- Les équipes d'OpenClassrooms vous accompagnent à chaque étape d'une démarche d'alternance, du dossier de financement au suivi de vos alternants.

Quand peut-on lancer une démarche d'alternance au sein de l'entreprise ?

- À tout moment : le contrat peut démarrer tout au long de l'année, il n'y a pas de date de rentrée imposée.



Pourquoi l'alternance en ligne ?

Les avantages de l'alternance OpenClassrooms sont nombreux : **date de début flexible, formations créées par des experts métiers, accompagnement personnalisé, formation financée...**

1. Une formation gratuite pour l'étudiant et financée pour l'entreprise

- La formation est gratuite.
- Dans le cadre d'un **contrat de professionnalisation, elle est 100% financée** par votre OPCO.
- Dans le cadre d'un **contrat d'apprentissage**, elle est financée par la taxe d'apprentissage que paient les entreprises privées.

3. Une formation de qualité, conçue pour une application directe au sein de l'entreprise.

- Les formations OpenClassrooms sont **professionnalisantes**. Elles sont conçues par et pour l'entreprise, sur des métiers recherchés.
- Les formations OpenClassrooms sont de qualité, avec des **diplômes inscrits au RNCP** (Répertoire National des Certifications Professionnelles) et dont les niveaux sont reconnus par l'État.
- Une plateforme collaborative favorise les échanges entre apprentis et aide à la recherche d'emploi.
- Des espaces de coworking sont proposés dans toute la France.

2. Une solution flexible, adaptée aux besoins de l'étudiant et de l'entreprise

- Le contrat peut démarrer **à tout moment de l'année**.
- Il est possible de faire soit un contrat de professionnalisation, soit un contrat d'apprentissage.
- Le(s) **jour(s)** dédié(s) à la **formation** est (sont) **flexible(s)** en fonction de l'organisation de l'étudiant et de l'entreprise.

4. Un accompagnement dédié à chaque étape, pour l'étudiant comme pour l'entreprise

- Des **profils d'étudiants disponibles et pré-sélectionnés par nos experts pour répondre à vos besoins en recrutement sur toute la France**.
- Un accompagnement par nos conseillers pédagogiques **à chaque étape de l'alternance**.
- Un point de suivi hebdomadaire par un **mentor individuel** pour **motiver l'étudiant et l'accompagner** pendant toute sa formation.

Contrat de professionnalisation

1 jour en formation / 4 jours en entreprise.

- L'entreprise embauche l'étudiant en CDD sur 12 ou 24 mois (selon le parcours de formation).
- La formation est financée par un OPCO. OpenClassrooms est référencé dans les principaux OPCO grâce à ses titres certifiés et sa certification Datadock.
- L'entreprise fait la démarche de demande de prise en charge auprès de son OPCO. Nos équipes sont présentes à chaque étape pour l'accompagner.
- L'étudiant est rémunéré **sur une base qui va de 65% à 100% du SMIC** (pour un étudiant de plus de 26 ans).
- Si l'étudiant a plus de 26 ans et est demandeur d'emploi, Pôle Emploi octroie une aide à l'emploi à l'entreprise.

Contrat d'apprentissage

2 jours en formation / 3 jours en entreprise.

- L'étudiant est embauché sur 12 ou 24 mois selon sa formation.
- Le contrat d'apprentissage concerne les personnes de 16 à 29 ans révolus (sans limite d'âge pour les publics RQTH, mais aussi les créateurs d'entreprise, les sportifs de haut niveau et l'encadrement de haut niveau).
- Le contrat d'apprentissage peut être signé par les employeurs dans le secteur public et les entreprises privées.
- La formation est **100% financée grâce à la taxe d'apprentissage** pour les entreprises du secteur privé. Pour le secteur public, une convention financière est établie entre OpenClassrooms et l'employeur.
- Une rémunération de l'apprenti est prévue : jusqu'à 100% du SMIC en fonction de son âge et de l'année de sa formation.
- Notre CFA vous accompagne dans toutes les démarches administratives concernant la mise en place de contrat d'apprentissage.