

DECODR

FINANCIAL DATA ANALYST CAREER TRACK

INDUSTRY PARTNERS



TOP 10
TECH ED
COMPANY



Financial Analyst Career Track Program is designed for professionals from the domains of Finance and Banking.

You'll learn financial analytics using MS Excel, financial data visualisation using Tableau and presentation skills using MS PowerPoint, and query language SQL.

WHO IS A FINANCIAL DATA ANALYST?

A **Financial Data Analyst** is responsible for doing research on various projects and figuring out if they are worthwhile to attempt from the company's perspective. Their day to day activities include analysing various asset classes, estimating their financial performance, determining profitable investments which will add value to the shareholders of a company.

The designation of a financial analyst is also commonly known as Investment Analyst, Securities Analyst, Research Analyst, Equity Analyst.

WHAT ARE THE JOB RESPONSIBILITIES OF A FINANCIAL DATA ANALYST?

The duties in the job description of a Financial Analyst will strongly vary depending on their specialty and the type of company they work for.

Here is a list of the activities a Financial Analyst engages in:

- Researching and evaluating current and historical financial data & then forecasting financial performance based on drivers
- Studying economic and business trends
- Examining a company's financial statements to determine its financial health and intrinsic value
- Meeting with company officials to gain better insight into the company's prospects
- Creating charts, graphs and preparing reports to share investment and risk information with management
- Monitoring the company's current investments and the present economic climate
- Meeting with stakeholders to explain the recommendation

WHAT IS THE CAREER PATH OF A FINANCIAL DATA ANALYST?

- The work of a Financial data analyst is not just limited to numbers but it is about being a great negotiator, mediator, communicator and so on. Information technology is the biggest ally of a Financial data analyst. Clear communication, facilitation ideas, precision and an ability to be a team player are some of the traits which a Financial data analyst should possess.

WHO POSTS FINANCIAL DATA ANALYST JOBS?

Financial Firms are at the top when it comes to hiring financial analysts (for obvious reasons).

Financial Analysts work for banks, investment banks, funds (pensions, mutual, hedge), insurance companies, KPOs, asset management firms, private equity firms, stock broking firms, family offices, etc.

Financial firms can also be classified as **Buy-side** and **Sell-side** firms.

Buy-side firms are the side with the money, they buy securities, buy research, buy analysis.

Examples: Insurance companies, mutual funds, hedge funds, non-profit organizations with large endowments, etc.

Sell-side firms are the side that sell/promote/market securities, sell research, sell analysis.

Examples: Investment banks, commercial banks, stocks brokers, etc.

The next segment of employers is made of **non-financial firms**. In non-financial firms; the revenue model is not related to finance or investment.

A Financial Analyst is also hired in non-financial firms like telecom, media, retail, manufacturing, trading, power, etc.

They are hired directly in the Finance department of such firms or by the investment division/arm of such firms.

Financial Analysts play a pivotal role in every area of the business by putting together important information to make favourable decisions and develop new strategies.

Consulting: The smallest segment is project wise hiring where financial analysts offer their expertise on a freelance or an independent consulting basis.

Financial Data Analysts can also opt for fruitful career opportunities in consulting.

This path broadens their income opportunities and grants them the luxury of choosing the company and the type of assignment. They work for themselves rather than other individuals or firms.

They can consult on a project basis, hourly basis, or even maintain full-time commitments, depending on the situation.

FINANCIAL DATA ANALYST TECHNICAL SKILLS

- **Data Analysis Tools** – EXCEL, SQL etc.
- **Data Visualisation** – Excel, Tableau etc.
- **Automation** – VBA etc.
- **Presentation Skills** – MS PowerPoint

WHO HIRES A FINANCIAL DATA ANALYST?

Seasoned Financial Data analysts are in huge demand all across the globe.

TOP 14 SECTORS THAT HIRE FINANCIAL DATA SPECIALISTS

Banking and Securities	Health Care	Search Engines	Social Media
Manufacturing	Media	Education	Insurance
E-Commerce	Consumer Trade	Energy	Transportation
Sports	Mining & Resources		

TOP 20 COMPANIES THAT HIRE FINANCIAL DATA ANALYSTS:

Adobe, Amazon, Apple, Cisco, Facebook, Google, HCL, IBM, Infosys, Intel, J.P Morgan, Citi Bank, American Express, TCS, Accenture, EY, Evalueserve, Barclays, Mahindra, BACI

WHAT ARE THE TOOLS REQUIRED TO BECOME A FINANCIAL DATA ANALYST?

- **Data Analysis Tools** – EXCEL, SQL etc.
- **Data Visualisation** – Excel, Tableau etc.
- **Automation** – VBA etc.
- **Presentation Skills** – MS PowerPoint
- **Programming Language** – R/PYTHON

TYPICAL SALARY RANGE OF A FINANCIAL DATA ANALYST

Here are the salary projections for Financial Data analysts for India.



WHY LEARN WITH DECODR



WHAT'S INCLUDED IN THE COURSE

MICROSOFT EXCEL

You'll learn the skills you need for the MS Excel Mastery

35 HOURS

Certified Tableau Specialist

You'll learn the skills you need for the Certified Associate or Desktop Specialist certifications

15 HOURS

Structured Query Language (SQL)

It is a must-have skill for every financial analytics professional. As a specialist – you will need SQL in your day to day work.

15 HOURS

Business Presentation in PowerPoint

It is a must-have skill for every financial analytics professional. As a specialist – you will need SQL in your day to day work.

10 HOURS

Interview Prep-Kit

Comprehensive, Step-by-Step System for Acing the Business Interviews and Landing Your Dream Job

15 HOURS

LINKEDIN Personal Branding

Having skills doesn't matter if you are not able to showcase them to the Right Target Audience. We help you showcase those skills.

15 HOURS

12- MONTH PERFORMANCE GUARANTEE

Enjoy true peace of mind and zero risk

Go through the training in the Financial Data Analytics Career Track and complete all of the projects inside. If you are unable to master the applied workflow and develop high performing dashboards and reports, simply email your completed workbooks from the program to support@decodr.com for a full refund.

30 DAY-REFUND GUARANTEE

Get a full refund at any time within 30 days of enrolling. No reason required.

Simply email your completed workbooks from the program to support@decodr.com for a full refund.

PLACEMENT ASSISTANCE

Apart from technical training in various software & hands-on project work, DECODR helps you get a foothold in the booming Data Science domain.

Job Placement Assistance* - When a student completes his/ her course successfully, DECODR's Placement Cell helps him/ her interview with major companies like TCS, Capgemini, Datamatics, Blue Dart, Citibank, Airtel, etc.

DETAILED CURRICULUM

Financial Data Analytics Certification Training with Excel – Part 1

Boost your analytics career with powerful new Microsoft® Excel skills by taking this Financial Data Analytics with Excel course.

Course Description

Join this course and you will work on building a strong skill set in Excel. We will start from the basics to develop a strong foundation, and we will then work through more complex functionalities, step-by-step.

This course will be going through topics which are used extensively in the job market, ranging from financial consulting to healthcare. Additionally, a lot of the topics in this course are actually used for interview questions for large corporations!

This course will walk you through the structure and user interface in Excel. We will then look at how to utilise a wide range of formulas which can help us analyse data sets. We will then go over at how to manipulate data and operations to create reports which show useful insights and findings. Finally, we will be visualising our results by creating graphs in Excel! This is the standard operation and process used in multiple job industries. We have tailored this course specifically to enhance your career opportunities!

What you will learn:

- The structure of Excel and how to navigate through the user interface
- Entering data and understanding the different data types which can be used
- Mathematical operators and functions such as SUM, COUNT, MIN, MAX and AVERAGE
- How to utilise the different cell referencing present in Excel
- Introducing conditions and constraints in formulas by using functions such as IF, OR, AND, SUMIF, COUNTIF and AVERAGEIF
- How to work across multiple worksheets and reference them correctly in formulas
- How to create and modify graphs
- Applying simple and more complex filters on tables
- Naming cells and tables and utilising them in formulas
- How to format cells in a table based on different conditions being met
- Applying string formulas by applying functions such as LEFT, RIGHT, MID, LEN, UPPER, LOWER and CONCAT
- How to make string formulae more dynamic
- Understanding and applying formulas on the date data type
- Carrying out look ups by utilising the VLOOKUP function as well as a combination of the INDEX-MATCH formula combination
- How to utilise pivot tables to create meaningful reports
- Creating pivot charts based on the pivot tables created
- Quizzes to 'test your knowledge' as you progress through the course!

Lecture Details:

Getting Started -

- Intro to Excel
- Setting up tables
- Cleaning bad data
- Cleaning using Power Query
- Writing formulas
- Creating pivot tables
- Making charts
- Filtering & sorting
- Shortcuts

Data + Tables + PQ

- Excel Tables
- Filtering, slicing tables
- Bad data to good with PQ
- Unpivoting data with PQ
- Merging multiple files to one table

Writing Formulas

- Referencing data
- IF condition, CHOOSE, IFS
- Statistical analysis
- Conditional sum, count
- Lookups
- Advanced Lookups
- Date formulas
- Text analysis
- Sentiment analysis
- Exploratory data analysis

Making Pivot Tables

- **Creating pivot tables Data model + relationships**
- **Multiple table pivots**
- **Customizing pivots**
- **Extra calculations in Pivots**
- **Grouping data**
- **Slicing and dicing**
- **GETPIVOTDATA**

Charts + Graphs

- **Intro to Charting**
- **Picking right charts**
- **Anatomy of Excel chart**
- **Formatting charts**
- **New charts in Excel 2016**
- **Budget vs. Actual charts**
- **Then vs. Now charts**
- **Conditional charts**
- **Sparklines**
- **Interactive charts**

Advanced Concepts

- **Data validation**
- **Creating templates**
- **Workbook protection**
- **Publishing to web**
- **Shapes + pictures**
- **Navigation buttons**
- **Printing**
- **Form controls**
- **Custom ribbons**

Business Intelligence Certification Training with Excel – Part II

Learn Data Analytics, build interactive Dashboards, and Automate your Data reports.

Course Description

Do your Excel reports take a long time to update each month/week?

Do you spend hours collating data, updating formulas and charts and then feel like no one reads them anyway?

It doesn't have to be that way.

In this Excel Dashboard course learn how to create amazing interactive Excel dashboards, that update with the click of the Refresh button, or with a simple copy and paste of your new data into your spreadsheet. They'll wow your boss and take your career to the next level.

What will you learn:

This comprehensive Excel Dashboard Course will teach you the simple techniques you can apply in Excel to make killer dashboards that will set your skill level apart from the crowd.

Learn how to build Excel Dashboard reports from the ground up.

By applying the simple rules taught in this course, you will have the skills to be able to create reports that save loads of time (allowing you to go home early :) and you'll quickly become known as a Dashboard Superhero with reports that are:

- Quick and easy to update, in fact they can update themselves (imagine being able to confidently say that in an interview) by pulling in data direct from your external database, Microsoft Access, the web etc. at the click of a button if you set them up right
- Fully interactive so the reader can change the view themselves; they can filter by product, time period or any parameter you choose; they can show and hide data using check boxes, drop down lists, and option buttons to name a few.
- Choose the right chart for your data; learn which type of chart will best display your data.
- Professional presentation. Learn simple visualisation techniques so your reports will look like you've had a graphic designer involved even if you are completely lacking in artistic talent.
- Animated. Some types of data are great displayed in an animation. Animated charts allow the reader to get an understanding of how data moves over time.

What do you get in this course?

- Over 9 hours of live training
- You can download the actual Excel files used in the course.
- 5 x sample Excel dashboard reports
- Homework Challenge. Practice what you learn so that you don't forget it. Plus, you'll be creating a dashboard of your own that you could use for job interviews to showcase your skills.
- Life-Time access
- Certificate of Completion

Lecture Details

Introduction

Getting your data ready

Design Principles

Display Principles

Charts & Tricks for Trending

Secondary Axis

Smoothing Data

Sparklines

Formatting Tricks

Highlighting Comparisons

Top & Bottom Ranking

Frequency Distribution

Target vs Variance Charts

Performance Against Target Range

Bullet Graphs Excel 2007/2010

Bullet Graphs Excel 2013 onward

Win/Loss/Draw Conditional Format

Custom Number Formats

Dynamic Labels

Text Formulas

Symbols in Formulas and Charts

Adding Series to Charts

Embedding Graphics in Charts

Small Multiples

In Cell Charts

Panel Charts Excel 2007/2010

Panel Charts Excel 2013 onward

Interactive Controls

Step Charts

Form Controls Introduction

Check Boxes

List Boxes

Option Buttons

Group Boxes

Scroll Bar

Buttons

Combo Box with Macro

Dynamic Date Filters 4 Ways

Animated Charts

INDIRECT Function

Dynamic Named Range with OFFSET

Dynamic Named Range with INDEX

Dynamic Ranges for Charts

Rollover Technique

Scroll and Sort Table

Dynamic Unique List

Analysing the Data

PivotTables and PivotCharts

Slicers

GETPIVOTDATA Function

Capture Slicer Selection in Formula

Slicer & PivotChart Dashboard Overview

Automating your Dashboard

Linking to Access

Incorporating New Data Automatically

Auto Refresh PivotTables

Putting It All Together

Quick Re-cap

Pyramid Chart

Array Formula Alternative to SUMIFS

LARGE and SMALL Array and DAVERAGE

Rank Values with PivotTable

Scatter Chart

DMAX, DMIN, DAVERAGE

Formatting Quickly

Distributing your Dashboard

Excel Web App - Introduction

Preparing Your File for Excel Web App

Publish with Excel Web App

Password Protection

Certified Tableau Desktop Specialist Certification

Learn the skills you need for the Certified Associate or Desktop Specialist certifications

What you'll learn

Be able to create analyses, such as line charts, stacked bar charts, or geographic analyses using maps.

You will also be able to show an overview using dashboards, and tell a story using storyboards.

You will be able to format numbers and dates, and add labels, tooltips and animation.

You can also become used to more advanced features, such as Calculated Fields, Parameters and Hierarchies.

By the end of the course, you will, with some experience, have the knowledge to take (and pass) the Tableau Qualified Associate certification.

Requirements

Before you begin this course, you should have a computer with access to the internet, and be able to install programs.

That's it! The more experience in reporting using other packages, the better, but it is not essential.

Description

This course covers all of the content required for the Certified Associate (formerly known as the Qualified Associate) or Desktop Specialist certifications.

In this course, learn the skills that Tableau want you to know, and add another tool to your CV, and even go for either of the first two official Tableau certifications.

Tableau is one of the most requested reporting tools that are requested in the job market, and the ability to being able to use it now could be very useful for your current work, and your next job hunt.

We'll download and install for free Tableau Public, which gives you most of the capabilities of the full-cost Tableau Desktop. We'll start by creating our first visualizations (vizzes) and investigate the Tableau interface.

We'll create dashboards and storyboards, so that you can tell a story. We'll create maps, hierarchies, groups and sets, and all sorts of chart types. We'll enhance our charts with reference lines and bands, and extend our data analysis with trends and forecasting. We'll add formula calculations, quick table calculations, and LOD calculations. Finally, we investigate advanced data connections and mapping.

The course will take around 16 hours to complete, but completing this will enable you to create vizzes, dashboards and stories of your own, and know how to overcome common problems.

The course increases in difficulty slowly, so you'll create for instance a basic bar chart, then turn it into a stacked bar chart, and adding colours and information through tooltips and labels, step by step.

The course is fairly relaxed - there will be a few "wrong turns", so you can see what problems might arise, but every lesson works towards an end goal at a relatively slow pace, so you can follow on your own computer easily. Assuming that you know how to use a computer, including installing programs, but the actual analysis will be at a basic level, and we'll introduce every component as we go on.

At the end of the course, you will receive a certificate of completion, so you can show everyone your new-found skills, prepare for the official Tableau certifications, and be able to start creating analyses for yourselves.

Course Topics Highlights:

25+ visualization charts would be covered

50% of Time would be saved Annually if they are migrating from Excel to Tableau

This training will minimize usage of Excel, PowerPoint and Outlook 20%

Append 100+ Excel Files, Tables, sheets in just 7 button clicks

70% of training would be using only button clicks

Lecture Details

Introduction

What is Visualization?

What Is Dashboard?

Why Tableau?

Comparison of Tableau with other tools

Limitations of Tableau

Tableau Desktop, Server and the Tableau Product Line

Application Terminology

Visual Cues for Fields

Tableau Installation

Connecting to files

Connecting to data – Basics

Editing Data connections and data sources

Editing Metadata and saving data sources

Joins in Tableau

Data Source level Filters

Connecting to Databases

Connecting to Oracle, SQL Server, Google Analytics, Different RDBMS Databases

Connecting to Big Databases like HDFS, Hive, Greenplum, Teradata

Calling Stored Procedure in Tableau

Join Types

Custom SQLs

Creating Basic Visualizations

Getting Started in Tableau Desktop

Elements of Visualization

Understanding of Dimensions & Measures

Basic Graphs

Bar Chart

Stacked Bar Chart

Line Chart

Area Chart

Pie Chart

Filled Maps

Symbol Maps

Scatter Plots

Trend Line

Tree Map

Word cloud

Bubble Chart

Heat Map

Cross Tabs

Normal Tables

Grand Totals, Sub-totals and Changing Aggregation

Dual Axis Graphs

Dual line chart

Side by side bar chart

Map and Pie Chart

Map and Donut Chart

Bar in Bar Chart

Bar & Circle Chart

Measure Name & Measure Values

Multi-line chart

Combo Charts

Highlight table with Multiple Measures

Data Filtering

Local Filters

Global Filters

Data Source Level Filters

Context Filters

Sorting

Sorting Single Dimension Graphs

Sorting Multi Dimension Graphs

Sorting by Different Measures

Organizing your Data

Using Groups

Static Groups vs. Dynamic Groups

Creating and Using Hierarchies

Creating a Combined Field

Using Sets

Slicing your Data by Date

Working with Dates

Using Discrete Date Parts

Creating Date Filters

Defining a Fiscal Year

Creating Custom Dates

Data Blending and Joins

What is Join

Different types of Joins

Challenges in Joins

What is Data Blending?

Data Blending on Multiple columns

File Types in Tableau

TWB vs TWBX, TDE

Connection Types

Live Connection Vs Data Extracts

Creating Extracts

Using and Refreshing Extracts

Dashboard Creation

Creating Dashboards

Actions in Tableau

Navigation Buttons

Dashboard Formatting

Bringing Images, web pages in Tableau

Usage of Containers

Best Practices in Dashboard Designing

Learn Database and SQL design for Financial Data Analytics

Lecture Details:

SQL: UNDERSTANDING RDBMS

Schema – Meta Data – ER Diagram

Looking at an example of Database design

Data Integrity Constraints & types of Relationships (Primary and foreign key)

Basic concepts – Queries, Data types & NULL Values, Operators and Comments in SQL

SQL: UTILISING THE OBJECT EXPLORER

What is SQL – A Quick Introduction

Installing MS SQL Server for windows OS

Introduction to SQL Server Management Studio

Understanding basic database concepts

SQL: DATA BASED OBJECTS CREATION (DDL COMMANDS)

Creating, Modifying & Deleting Databases and Tables

Drop & Truncate statements – Uses & Differences

Alter Table & Alter Column statements

Import and Export wizard to get the data in SQL server from excel files or delimited files

SQL: DATA MANIPULATION (DML COMMANDS)

Insert, Update & Delete statements

Select statement – Sub-setting, Filters, Sorting. Removing Duplicates, grouping and aggregations etc

Where, Group By, Order by & Having clauses

SQL Functions – Number, Text, Date, etc

SQL Keywords – Top, Distinct, Null, etc

SQL Operators – Relational, Logical, Use of wildcard operators & wildcard characters

SQL: ACCESSING DATA FROM MULTIPLE TABLES USING SELECT

Append and Joins, Union and Union All – Use & constraints

Intersect and Except statements

Table Joins – inner join, left join, right join, full join

Cross joins/cartesian products, self joins, natural joins etc

Inline views and sub-queries

Optimizing your work

MS PowerPoint Presentation

Lecture Details:

FUNDAMENTAL TOOLS YOU WILL NEED WHEN WORKING IN POWERPOINT

Section Introduction - Fundamental Tools That You Will Need in MS PowerPoint

The PowerPoint ribbons

Professional Slide Structure Is the Key to Your Success in Microsoft PowerPoint

Professional Slide Structure Is the Key to Your Success in Microsoft PowerPoint

This is How You Will Be Super-Fast and Efficient - Keyboard Shortcuts

Insert Objects in a PowerPoint Presentation - Everything That You Need to Know

Learn How to Add and Use Quick Access Toolbar Buttons

Align and Distribute Objects - A Must for Any Proficient PowerPoint User

The Format Shape Menu - Enhance the Appearance of Objects in PowerPoint

Formatting Text in PowerPoint

Practical Learning - Exercise 1

Learn how to Resize and Rotate Objects within PowerPoint Slides

Slide Masters - The Most Professional Way to Organize a PowerPoint Presentation

Bring to Front and Send to Back - An Important PowerPoint Technique

Learn How to Create, Edit, Resize and Format PowerPoint Tables

Quiz 1 - Basic PowerPoint instruments

ADVANCED TOOLS THAT WILL TAKE YOUR POWERPOINT SKILLS TO THE NEXT LEVEL

An Introduction to PowerPoint Animations

Details that Make the Difference - Modify Line Elements' Begin and End Type

Connector Lines - The Professional Way to Link Objects in PowerPoint

Practical Learning - Exercise 2

Edit Points - Learn How to Customize PowerPoint Shapes

The Group and Ungroup Functionalities - A Favourite Tool for Experienced Users

Learn How to Create Extra Space within PowerPoint Shapes - Internal Margins

The Most Efficient Way to Insert Ready Schemes in PowerPoint - Smart Art

Nudge Objects

Learn How to Create Special Text Effects

Quiz 2 - Advanced PowerPoint features

CREATE PROFESSIONAL CHARTS IN EXCEL AND USE THEM IN YOUR PRESENTATIONS

Create professional and good-looking charts - Introduction

Build a Column Stacked Chart with a secondary line axis in Excel

Learn how to build effective Doughnut Charts in Excel

Learn how to create Bridge Charts

ADDING INFORMATION TO YOUR SLIDES

Text boxes with instructions

How to add information

Formatting and polishing slides

THE MOST IMPORTANT WORD IN PROFESSIONAL PRESENTATION DESIGN - "CONSISTENCY"

How to ensure consistency across slides

Consistency in terms of font and font size

Aligning objects - a must for professional slide design

Team collaboration and best practices

Protecting your work with watermarks

CREATING A COMPLETE COMPANY PRESENTATION - STEP BY STEP

INTERVIEW PREP KIT

Land Your Dream Job in Financial Data Analytics



The Financial Data Analytics Interview Prep Kit is a step-by-step system that prepares you to land a high-paying job in the domain of Business Intelligence / Business Analytics.

You will learn how to navigate the competitive interview process with as little stress and uncertainty as possible.

Financial Data Analytics Interview Process

You see, many top companies have adopted a standard process that includes 3 rounds of interviews:

Round #1 - Initial Phone Screen. Typically, an interview with HR about your background, plus basic concept questions for Business Intelligence.

Round #2 - Take-Home Challenge. Take-home data challenge that can have multiple objectives and must be completed within a given time limit.

Round #3 - Onsite "Super Day." A series of case questions, technical questions, and behavioural questions.

If you had the right tools—such as a **QUESTION BANK** of concept questions to expect, realistic **PRACTICE CHALLENGES** that will ensure you ace the take-home challenge, **INSIDER TIPS** from people who have sat on both sides of the table, and a **step-by-step SYSTEM** to make sure nothing slips through the cracks—wouldn't this process be manageable?

So, let's equip you with those tools:

The Interview Prep Kit of Decodr is a **Comprehensive, Step-by-Step System** for Acing the **ANALYTICS** Interviews and Landing Your Dream Job

Practical Advice from FINANCE Specialists

Get insider tips from people who have sat on both sides of the interview table.

Give yourself the best chance for success with straight-shooting, down-to-earth tips from professional Business Intelligence Specialists in Finance.

Concept Question Bank & Answers

Gear up for the concept questions with 121 Financial Analytics questions compiled from top start-ups, tech giants, and Fortune 500 corporations.

These will serve as guideposts for your review, and sample answers are included for ALL questions.

Take-Home Challenges & Solutions

Each of the practice, examples, projects & challenges includes the full dataset, a detailed introduction to its business context, multiple realistic objectives, and a replicable solution script.

Bonus: The Behavioural Interview

Many candidates overlook the behavioural interview and only focus on technical skills, but cultural fit is often just as important (if not more).

We've got you covered with a complete guide to crushing the behavioural interview and making a lasting impression.

They span across the breadth of the most common analytics applications.

How Does It Work?

Step #1: Start Early: First, we'll take you through an overall of the complete process so that you know exactly what to expect and how to prepare.

Step #2: Practice: Practice and master a comprehensive range of take-home challenges and SQL puzzles that will ensure you're in tip-top shape.

Step #3: Review: Go through a large, hand-picked question bank to review key concepts and discover any gaps in your knowledge.

Step #4: Apply: Apply to competitive, high-paying jobs with the full confidence that YOU will be able to stand out and demonstrate your skills.

Step #5: Succeed: Land your dream job in data science or machine learning and kickstart your career in one of the fastest growing fields.

Plus: Lifetime Access: Changing jobs again in the future and need to brush up on your knowledge? No problem. You'll get lifetime access.



Leverage LinkedIn with Sam Baisla

Build a Successful Personal Brand and Grow your Network

Grow your influence on World's Largest Professional Network.

This Program Includes

- Goals & Objectives setting for your Personal Branding
- Keyword research to keep your profile relevant
- Building a Compelling LinkedIn Profile
- Regular Improvements and Updates for four months
- Free Online Coaching Sessions for four months
- 7 Days training on LinkedIn Marketing
- Community membership to learn from each other

Program Outline

Define your target audience: Who are you trying to reach out to? And why should they care? We help you address these questions so that your efforts are focused and result-driven.

Define your Brand: Helping you identify your expertise and uniqueness. Then doing the keyword research to highlight your promise. So that you are found for the right keywords by the right people.

Creating your LinkedIn Profile: Your LinkedIn profile is the pillar of your brand. We will write your Profile Headline, Summary, and other details to ensure maximum visibility.

Periodic review to monitor your growth: We review/follow your profile every two weeks for profile views, search appearances, keywords you are being found for, and people who are searching for you. Making necessary changes to ensure you are reaching your target audience, and they see the right picture about you.

Online training videos: Once you are set for the right impression, every two weeks, we will share online training videos covering topics on content, reaching out, and growth hacks.

One to one coaching and mentoring: You can reach out to the mentor anytime for help. One to one discussions and coaching will ensure you are helped and growing.

Community to share best practices and learn: You will be part of our online community, where members share insights and experiences helping each other grow. Not only will you learn but also build meaningful relationships.



CERTIFICATION

DECODR TECHNOLOGIES

CERTIFICATE OF COMPLETION

This certificate is hereby bestowed upon

John Doe

For completing Financial Data Analytics Career Track program on 11th of June 2019

This activity was awarded by:


Anirban Chakraborty
President Director


Sam Baisla
Coordinator



ADVISORY BOARDS MEMBERS



Anil Chhikara

Executive Chairman, ZookEV | CEO, BlueBolt
Startup Factory | Chairman, Startup India
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Vivek Mehrotra

Ex-Head L&D Zomato, Ex-Head Academy
Flipkart, Ex-Head of Operations Training
Academy Reliance Retail, Ex-Circle
Performance Head Reliance Infocomm



Abhishek Sharma

COO@Dineout | Previously Head-HR@Times
Internet Ltd. | Co-Founder of 2 successful
technology startups | Angel Investor



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Disclaimer: All programs are offered on a non-credit basis and are not transferable to a degree.