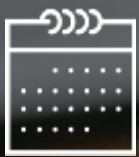


Google professional Certificate Data Analysis

Applicant's Guide

*A training program to become
a Data professional*



Start Date:
25/03



Duration:
16 Weeks
part time or
8 weeks full
time
(200h)



Format:
Online



Price:
Free



Eligibility
18-35
Barriers to
employment

The program: Technical training

This Google Career Certificate program will teach you not only the necessary **languages and technologies**, but the **mindset and soft skills** to thrive as a Data Analyst too. By the end, you'll have the well-rounded skills needed to thrive in in-demand roles and you'll be able to present your **Google + INCO Academy certifications** to employers.

The **two pillars** of this program are **technical** and **employability skills**.



Gain the necessary **technical skills** and **practice** them to thrive as a Data Analyst specialist.

7 technical courses covering the main Data Analytics domains + case study

- Foundations: Data, Data, Everywhere
- Ask Questions to Make Data-Driven Decisions
- Prepare Data for Exploration
- Process Data from Dirty to Clean
- Analyze Data to Answer Questions
- Share Data Through the Art of Visualization
- Data Analysis with R Programming
- Capstone: Complete a Case Study



By the end of the program, you will have:

- Gained skills required to succeed in an **entry-level Data Analyst**
- Have working knowledge of essential data analysis platforms (spreadsheets, SQL, Tableau, R programming) and when to use them in the data lifecycle.
- Understand how to translate a business question into a data analysis exercise, including transforming, visualizing, and modeling data.
- Know how to distill findings into actionable takeaways.

The program: Job Readiness

Our Professional Skills Program focuses on **personal & professional growth**.



Improve your **employability** with personal and professional development to land your target job.

Gain employability skills with dedicated resources on INCO's Professional Skills Platform & access our mentoring events

Successfully apply for a job in the Data Analytics Sector

- Learn how to write a winning Data Analyst relevant CV
- Develop a successful LinkedIn profile to get you noticed
- Use your Capstone project to go from Zero to Hero by demonstrating your new data skills, tools & competencies to get you hired

Greater Understanding of the local job market

- Career Mapping & Signposting support
- Recognise the value of your transferable skills & overcome the Impostor Syndrome
- Embody the Power of Networking
- Job interview Preparation - focus on both technical, behavioural aptitudes and participate in mock interviews

INCO Academy LinkedIn Alumni Support

- Keep up to date with industry news, events and positions
- Network with peers, supportive organisations and recruiters
- Find out about mentoring events & career development sessions
- Reach your professional future goals

85-90% of recruiters use LinkedIn to search for candidates

96% of recruiters use LinkedIn in their hiring processes

Eligibility & Application

You are
**resident in
Italy**

You are
**between 18 and
35 years old**

You are looking for
a way to **kick start
your career**

PREREQUISITES

- You don't need to have a previous degree.
- You don't need to have previous experience in DA or Tech knowledge.
- You have to demonstrate a **strong motivation**. It is an intensive program, content-rich, which will require for you to be an **actor of your success**.

LANGUAGE

- You have to understand and speak **English** in a way that allows you to follow the program (B1 is the minimum level recommended). Our training team can support you but you need to be autonomous with the program content most of the time.

EQUIPMENT

- You have to have access to a **computer or a tablet** (ideally a personal computer) and an **Internet** connection. If you don't, please contact us to see if we can arrange an alternative solution.

HOW TO APPLY?



What you will get

As part of the program, we provide **wrap-around services** to support learners from the beginning to the end of the sessions and their certification.

Before the program

- You get support through application and enrollment
- You get onboarded on the Coursera platform, program tools and communication channels

During the program

- You will have access dedicated expert coach to support you as you progress through the program
- You will benefit from practical assignments sessions to practice the skills you learn
- You will have access to study groups and communication channels to enhance your journey and progress together with other learners
- You get access to relevant resources on Data Analysis curated for you
- You get troubleshooting support
- You get to meet DA professionals and industry experts

After the program

- You will have access to career counseling, mentoring and job placement services
- You integrate into INCO Academy's community

With an estimated **337K+** in-demand job openings in data analytics world wide, the **Google Data Analytics Certificate** prepares learners for in-demand jobs such as:

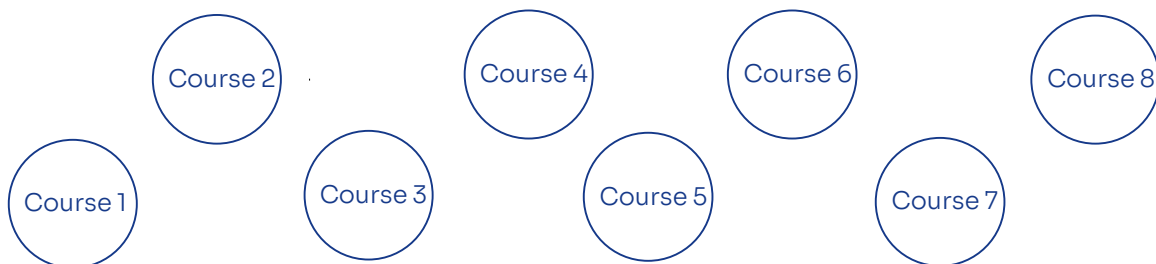
- Junior data analyst
- Associate data analyst
- Junior data scientist
- Finance analyst
- Operations analyst
- Data technician
- Business performance analyst
- Marketing analyst
- Healthcare analyst



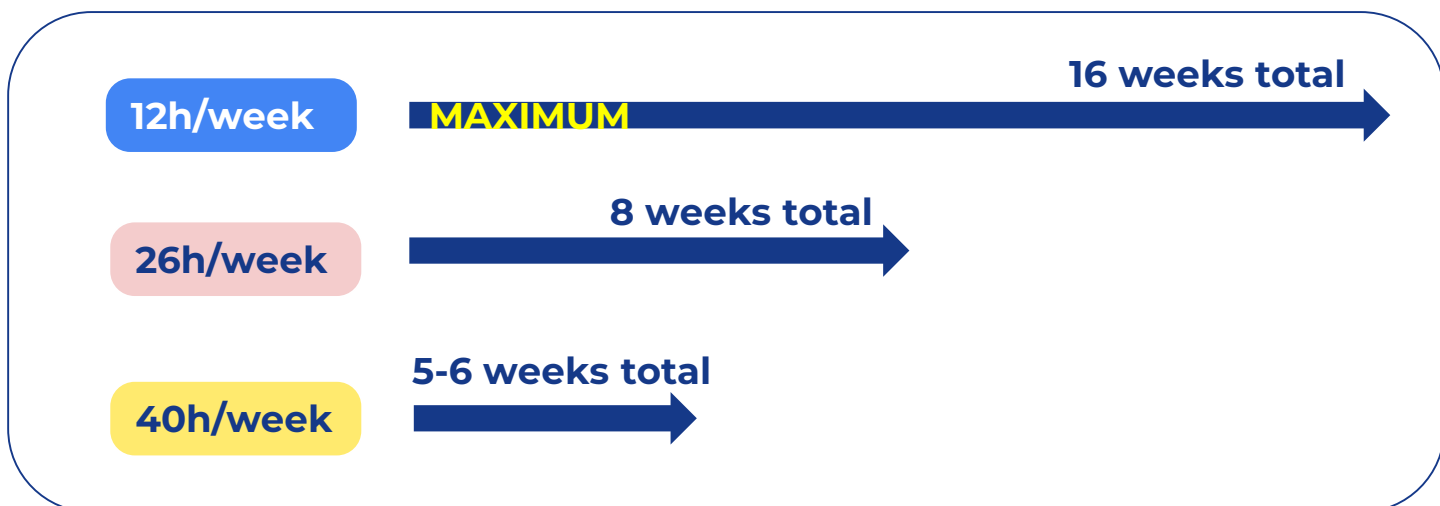
Time commitment

The program is designed to create a supporting environment but also leave some room for a rhythm that suits you. The program combines **individual work** with **collective sessions and workshops**.

Time commitment



Study time / week:	Course 1	Course 2	Course 3	Course 4	Course 5	Course 6	Course 7	Course 8	Total time
12 horas	2 weeks	2 weeks	2 weeks	2 weeks	2+ weeks	2 weeks	3 weeks	1+ weeks	16 weeks
26 hours	1 week	1 week	1 week	1 week	1 week	1 week	1 week	1 week	8 weeks
40 hours	4 days	2 days	4 days	4 days	1 week	3 days	1 week	2 days	5-6 weeks



Self-paced program



- + **Convenient:** You can work the program into your schedule wherever it works best.
- + **Effective:** Helps improve memory performance, as you can allocate more time to the more difficult material.
- + **Efficient:** You can make the best use of your time, in order to meet your learning objectives

**200 Hours
in total**

A standard week

An example of a typical week for a Google Careers Certificate student

*Independently follow self-paced course on the **Coursera platform** and access supplementary materials curated by the expert*



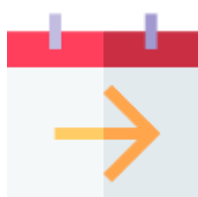
*Attend a **practical application workshop** or 'how to' **workshop** applying theory learned to everyday practice*

*Attend an **employability workshop** or specific **personal growth session** depending on the week, to work on job-readiness skills*



*Participate in a **1:1 mentoring session** or **opening office hours** if needed*

Share, collaborate** and **interact** with your online learner-community on the **dedicated channels



*Complete all **required quizzes and assignments** on Coursera to move on towards the rest of the course*

Program format

To help you succeed, you will have access to:

Self-paced learning

- Google Certification Course on Coursera
- Technical resources

Expert sessions

- Live technical sessions
- Live practical sessions

Professional skills

- Professional skills track to develop employability

Support

- Technical expert support
- Individual follow-up 1:1
- Office hours

Community

- Support from the community of learners
- Possibility of working in study groups

Mentoring

- Access to individual mentoring sessions with professionals

Communication tools



Where you will learn



Where you attend expert sessions



Where you interact with experts and fellow learners

... and many other tools

Certification

Dual credential

Learners who complete the whole program will have access to a double credential from Google.org and INCO Academy.



**Google Data Analytics
Individual Course
Certifications**

Upon completion of each of the 8 courses from the Google Data Analytics online course, you earn an **individual certification of completion:**

Foundations: Data, Data, Everywhere
Ask Questions to Make Data-Driven Decisions
Prepare Data for Exploration
Process Data from Dirty to Clean
Analyze Data to Answer Questions
Share Data Through the Art of Visualization
Data Analysis with R Programming



**Google Data Analytics
Course Certifications**

Upon completion of the 8 course you receive the Google Data Analytics Certificate, equivalent to **+150 hours of training.**



**INCO Academy
Certificate**

Upon completion of the 8 courses you will receive a **Certificate from INCO Academy** too

Sharable Certificates

You can share your Certificates in the Certifications section of your LinkedIn profile, on printed CVs, or other documents to catch the attention of potential employers.

From the alumni...

*This program has not only equipped me with solid technical skills but has also honed my soft skills. **Through comprehensive training, I've gained expertise in database management, SQL, and data cleaning methodologies, ensuring high-quality and accurate analysis.***

I extend my heartfelt gratitude to the INCO Academy team for their unwavering guidance and encouragement. -

Laura, 2023 learner at INCO Academy learner



I joined the Data Analyst course at INCO in September 2023 because of the brilliant learning support and the additional help on professional skills.

Through the unwavering support of the INCO Germany Team, I was offered a role as a data analyst at Turing College in December and I am very grateful for the opportunities at INCO. -

Esra, 2023 learner at INCO Academy Germany



I arrived in Ireland about five years ago with almost no English, I could only say, "Hi, My name is larema." I started working in Starbucks as a Barista so that I could upskill and improve my English.

*In April 2023, I found INCO Academy and the Data Analytics course and I was determined to use this to upskill. **I also made good use of INCO's Professional Skills programme to make my CV relevant for the Irish job market.***

I knew of the importance of networking which led me to the position I now have. My experiences have been life changing and I would like to say a big thank you to everyone at INCO and their sponsors for providing me with these opportunities and the belief that I deserved to be able to upskill and have a bright future.

Larema, 2023 learner at INCO Academy Ireland



Your INCO Academy Team

Throughout the program, our **learner support team** is looking after you and ensuring the proper deployment of the program.

In addition to the learner support team, the program sessions and workshops are delivered by our **DA experts**. All the trainers who intervene in the program are **specialists of their respective field: technical skills development, DA sector expertise, professional and personal development, employability**.

Data Analyst professionals will also be invited to share their experience and provide insight into the possibilities which you can access, once you graduate and obtain your certification.

Our team



Antoine
Data Analysis
Expert



Chris
Learning Coach



Ana
Program
manager



Susanna
Project
Coordinator

Contact

Get in touch - we will come back to you within 48h (business days):

iaitalia@inco-group.co

Website

More information on our website **INCO**
Academy

www.incoacademyitaly.com

APPLY NOW!!