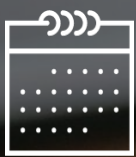


# Google professional Certificate Business Intelligence - Data Analysis

## Applicant's Guide

*A training program to become  
a Data professional*



Start Date:  
Week of  
15.07.24



Duration:  
8 Weeks  
(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.

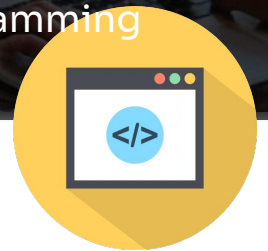
The **two pillars** of this program are **technical** and **employability skills** .



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
- Business Intelligence - 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 Business Intelligence - 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 Business Intelligence - Data Analysis exercise, including transforming, visualizing, and modeling data.
- Know how to distill findings into actionable takeaways.

# The program: Green Digital Skills



Take your next step toward a greener, digital career with confidence.

The **INCO Academy UK** programs include access to training in **Green Digital Skills** for all their Career Certificate learners. By the end of the program, you'll have in-demand skills to help further advance your digital career for a greener future.



Gain the necessary knowledge and practices, to think with sustainability and green design in mind.

- Understand how digital technology impacts climate change
- Recognize specific ways to reduce the environmental impact of the digital ecosystem
- Discuss technology and its related innovations as tools for sustainability



The ILO predicts that **24 million new jobs worldwide will be created by the green economy by 2030.**

Based on data from LinkedIn's 2021 *Global Green Skills Report*, the skills required across a multitude of industries are **rapidly "greening"**.

Companies are **increasing efforts to broaden the scope of sustainability** across their supply chains - meaning **better career prospects for jobseekers with green skills.**



## Green Skills:

skills that enable the environmental sustainability of economic activities

# 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 the  
United  
Kingdom

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**.

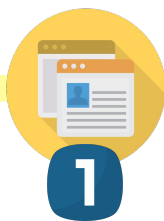
## LANGUAGE

- 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?



**1**  
Fill an  
Application  
form



**2**  
Follow up with  
member of IA  
team



**3**  
Attend an  
Information  
session



**4**  
Onboarding  
Admission &  
Coursera registration

# 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 Business Intelligence - 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

**The INCO Academy / Google Professional Certificate in Business Intelligence - Data Analysis consists of approximately 200 hours over eight weeks. This means you'll need to dedicate around 24 hours per week to master the program and advance your skills.**

**Please note that the deadline to finish the program is 29th September 2024.**

INCO Academy / Google professional Certificate Business Intelligence - Data Analysis	Recommended Timeframe / 8 weeks			
		Start	End	Nº Days
	Course 01	29/07/2024	05/08/2024	7
	Course 02	06/08/2024	12/08/2024	6
	Course 03	13/08/2024	20/08/2024	7
	Course 04	21/08/2024	27/08/2024	6
	Course 05	28/08/2024	04/09/2024	7
	Course 06	05/09/2024	12/09/2024	7
	Course 07	13/09/2024	23/09/2024	10
	Course 08	24/09/2024	29/09/2024	5

## 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

# A standard week

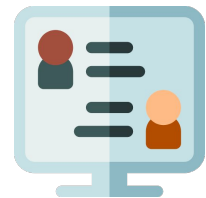
## An example of a typical week for a Google Careers Certificate student

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



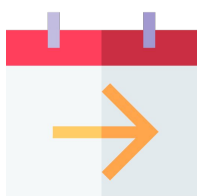
*Attend a **practical application workshop** or '**how to**' **workshop** applying theory learned to everyday practice*

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



*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

 coursera

Where you will learn



Where you attend expert sessions

 slack

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 Business Intelligence - 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**



**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**



## Contact

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

[iauk@inco-group.co](mailto:iauk@inco-group.co)

[Website](#)

More information on our website  
**INCO Academy**

**APPLY NOW!**