

THE TABLEAU DATA ANALYTICS CERTIFICATE

The Tableau Data Analytics Certificate, created in partnership with Tableau, is an online three-course program that will equip you with hands-on experience in data analytics and prepare you for the Tableau Desktop Specialist and Tableau Desktop Certified Associate exams.

- Get **individualized support** and feedback from instructors
- Add **projects to your portfolio** for future employers
- Learn **foundational concepts and technical skills** in a project-based, online platform
- **Practice using data analytics tools** directly in MySQL and Tableau

ALIGNMENT WITH INDUSTRY CERTIFICATIONS

- After completing Course 3 in this certificate, you will be prepared to take the Tableau Desktop Specialist and Tableau Desktop Certified Associate exams
- We recommend that students do additional test prep after completing the Tableau Data Analytics certificate to be fully prepared for these exams

CAREER READINESS SUPPORT

This program offers career coaching and job placement support to help you achieve your career goals and ensure you are up-to-date on job opportunities.

A SELECTION OF OUR JOB PLACEMENT PARTNERS

AEROTEK
CAREER CIRCLE
INDEED
JOPWELL
KELLY SERVICES
MATHISON
TEKSYSTEMS
WAYUP

FREELANCE PROJECTS AND VIRTUAL INTERNSHIPS

While you apply for full-time jobs, you can complete remote freelance projects and internships to add work experience to your resume and portfolio. Pathstream has a dedicated portal to help you find these micro-internship opportunities.

ALIGNED JOBS

DATA ANALYST
DATA REPORTING ANALYST
DIGITAL ANALYTICS SPECIALIST
JUNIOR DATA SCIENTIST
TABLEAU REPORTING SPECIALIST

COURSE STRUCTURE

10-15 HOURS PER WEEK
SELF-PACED
INSTRUCTOR FEEDBACK AND SUPPORT

COURSE 1

BUSINESS ANALYTICS FUNDAMENTALS

- Describe data as a collection of information that can be manipulated, organized, and processed
- Wrangle data using sorting and filtering, such as pivot tables and implement absolute and relative references
- Develop the following visualizations within a spreadsheet: column chart, line chart, scatter chart, combination chart and sparklines
- Describe and apply exploratory data analysis (EDA) as the process of investigating data to discover patterns, spot abnormalities, check assumptions, and summarize the values within your data using visual representations

HANDS ON LABS

- FRAME A BUSINESS PROBLEM
- WRANGLE DATA FOR ANALYSIS
- PERFORM AN EXPLORATORY DATA ANALYSIS (EDA)
- COMMUNICATE INSIGHTS TO BUSINESS STAKEHOLDERS

SKILLS LEARNED

- SPREADSHEET SOFTWARE
- STAKEHOLDER ANALYSIS
- DATA WRANGLING
- DATA VISUALIZATION
- DESCRIPTIVE STATISTICS
- EXPLORATORY DATA ANALYSIS

COURSE 2

SQL FOR ANALYTICS

- Navigate the MySQL workbench environment and learn to write and execute a basic query and recognize its basic structure
- Build DML SQL queries using foundational SQL clauses such as SELECT, DISTINCT, FROM, WHERE, GROUP BY, HAVING ORDER BY, LIMIT, OFFSET
- Generate and modify new tables using DDL commands such as CREATE, DROP, ALTER, TRUNCATE, and CHANGE clauses
- Identify entity, domain and referential integrity and learn to apply each to their respective constraints

HANDS ON LABS

- PERFORM EXPLORATORY DATA ANALYSIS
- USE DATA MANIPULATION LANGUAGE QUERIES
- DESIGN INDUSTRY-STANDARD RELATIONAL DATABASE SCHEMAS
- COMPLETE AN AUTHENTIC SQL TECHNICAL ASSESSMENT

SKILLS LEARNED

- MYSQL WORKBENCH
- DATA MANIPULATION LANGUAGE
- DATA DEFINITION LANGUAGE
- DATABASE NORMALIZATION
- DATA INTEGRITY

COURSE 3

DATA VISUALIZATION WITH TABLEAU

- Describe the value that data visualization brings for the communication of insights in the context of business and data analytics
- Identify and navigate the key structures of Tableau Desktop's Worksheet user interface and classify, edit, and review each data type available in Tableau
- Identify Tufte's data visualization guidelines and Gestalt Laws to improve data visualization design
- Create a Tableau Story and utilize data storytelling design principles to craft a compelling presentation
- Implement Tableau extracts to increase the performance of Tableau data visualizations, dashboards, and stories

HANDS ON LABS

- CREATE DATA VISUALIZATIONS
- PRODUCE A TABLEAU STORY
- CREATE A TABLEAU
DASHBOARD
- APPLY OPTIMIZATION
TECHNIQUES TO DATA

SKILLS LEARNED

- TABLEAU DESKTOP
- DATA VISUALIZATION
- DATA STORYTELLING
- DASHBOARDS & STORIES
- VISUAL ANALYTICS
- PERFORMANCE OPTIMIZATION

TESTIMONIALS

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I COULD NOT
RECOMMEND
PATHSTREAM PROGRAMS
MORE HIGHLY FOR
PEOPLE WHO WANT TO
HONE THEIR SKILLS. THE
TABLEAU DATA
ANALYTICS PROGRAM
HAS PROVIDED
EXTREMELY VALUABLE
EXPERIENCE AND
EXPOSURE. CLASSES
PROVIDE ANALYTICS
SKILLS THAT ARE BOTH
IMMEDIATELY USEFUL IN
MY CURRENT ROLE AND
LAY THE FOUNDATION
FOR SKILLS ON WHICH I
CAN CONTINUE TO
BUILD UPON IN THE
FUTURE

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