



JUNIOR DATA ANALYST (SALES AND MARKETING TEAMS)

MODULE ONE DATA SOURCING

- The types, sources and formats of data
- Access and extraction of data and the role of data in a complex digital world
- Describing data in a sales and marketing context
- How data adds value to business and marketing activities

MODULE TWO DATA SECURITY

- Data storage methods
- The impact of data protection legislation on storage and distribution of data
- Exploring the ethical use of data

MODULE THREE DATA FORMATTING

- How to collate and format data in line with industry standards
- Data cleansing and use of tools such as OpenRefine
- Industry trends and use of formatting tools, for example Excel, Access, CRM, Google Analytics, Hubspot
- Test and assess confidence in the data and its integrity

MODULE FOUR DATA PRESENTATION

- Presenting data for review and analysis by others, using a range of formats, media and methods of communication
- The importance of collaborative working
- Assessing the different formats and techniques used for communication
- Analysing the different communication needs for internal and external stakeholders/customers

MODULE FIVE DATA INTERROGATION

- Explain data and initial thoughts and interpretation
- Discuss and debate different ways of presenting results
- Using database queries to interrogate data
- How interrogation can enable personalised marketing and customer retention

MODULE SIX DATA BLENDING AND ANALYSIS PART 1

- Blending data sets from multiple sources and presenting in a format appropriate to the objective
- Manipulating and linking data sets
- Using tools and techniques to identify data trends and patterns
- Cleaning data ready for blending and analysis

MODULE SEVEN DATA BLENDING AND ANALYSIS PART 2

- Using algorithms to find solutions, solve problems and identify trends and patterns in data
- Automation and its use in data analysis
- Basic statistical methods to identify trends and patterns in data
- Filtering details to the needs of the project and relevance of the data
- Using data modelling to extract relevant data and normalise unstructured data

MODULE EIGHT DATA VALIDATION

- Common quality issues that can arise when working with data
- Review different methods of validating data
- Know the importance of taking corrective action
- Apply cross checking techniques for identifying faults and data results to project requirements
- Conduct data audits

MODULE NINE DATA WAR ROOM

- How to format data for analysis
- Use of tools to communicate results
- Producing clear and consistent technical documentation
- Explaining data results to audiences in a way that aids understanding
- Cleansing data ready for blending, manipulation, interrogation and analysis
- Conducting analysis of data

PORFOLIO DEVELOPMENT AND PROJECT WORK

PREPARATION FOR END POINT ASSESSMENT

GATEWAY READINESS AND END POINT ASSESSMENT

Apprenticeship Standard: Data Technician



END POINT ASSESSMENT

- Scenario demonstrations with questioning
- Professional discussion underpinned by a portfolio

**LIVE TUTOR LED SEMINARS FOR
EACH MODULE PLUS 1-2-1
COACHING SESSIONS**



**SUPPORT FROM NEURODIVERSITY
SPECIALIST**