## le wagon

# Data Analytics Essentials

Become autonomous with data thanks to SQL, Google Data Studio, Google Sheets and learn to carry out analysis based on real corporate data.

**2021** ★
**BEST CODING BOOTCAMPS**
switchup

**COURSE REPORT**
**BEST BOOTCAMP**
2020-2021

**#1 on 798 bootcamps**

## 4.99 / 5

**+2000 student reviews**

# Summary

# Our pedagogy

## An immersive pedagogy

"Learn by doing" is commonly heard when discovering a new subject. At Le Wagon, we believe this works only if it's relatable to situations that you encounter every day on the job—**not just a theoretical challenge**.

Le Wagon is the only Data training organization where you learn with **real data** from some of the most **reputable startups**.

## Learn by practicing

In addition to working with data from our partners, take advantage of the accumulated experience from our authors and teachers—**all Data professionals—** who are **100% dedicated to giving you valuable practice.**
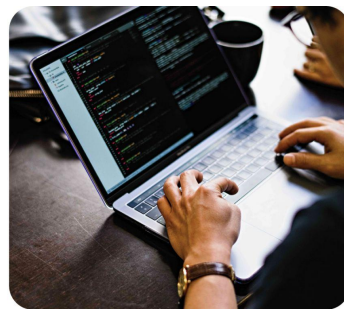
You can even **work on your own data to validate the training!**

## A true human experience

Join a unique experience filled with challenges and mutual support with all the other students in your batch.

Also **become part of a community:** that of **the 15,000 Wagon alumni around the world!**

# This skill course is made for you if...

✅

You want **to set up automated Dashboards**
as part of your business.

You depend on your technical / data teams (for SQL or
visualizations) and want to **become autonomous**.

You want to have an **in-depth introduction to Data Analysis** as
it is actually practiced in business.

You want to discover the flagship language of Data: **SQL**.

You want to **start Data projects** in your company, install new
Data tools and better interact with teams.

# Data Analytics Essentials is not made for you if...

👉 **You want training in Data Science.**

We have the [Python & Machine Learning training](#) for that!

👉 **You want to convert to a Data career.**

Data Analytics Essentials is a 45 hour program—that's too short to change a career! If this is your goal, you can join one of [our 9-weeks intensive bootcamps.](#)

# The Data Analytics Essentials program

**Discover the data tools of a modern stack**

Data Analysis uses a lot of tools for different functions (Data Warehouse, Data Lake, ELT...). Understand their uses and discover the modern analytical architectures used by the most dynamic tech companies.

**Master Google Sheets**

In addition to the tools, the concepts behind data analysis are fundamental (KPIs, cohort analysis, funnel, etc.). Discover them and learn how to use Google Sheets to manipulate small amounts of data.

**Become autonomous on SQL**

The SQL language is at the heart of Data Analysis. Learn how to use it to query any relational database. Become independent of your technical teams.

**Make visualizations with Google Data Studio**

In Data Analysis, form matters as much as substance. Learn how to make charts and automated dashboards that hit the mark with Google Data Studio.

**Final projects: Conduct concrete data analysis**

You have data...but where to start? Learn all the analysis reflexes to make the data speak by working on your own data or data sets from our partners!

# Our partner companies

## Partner companies

Learn and work with data from **6+** French startups/scale-ups!

JOBTEASER    spendesk    foxintelligence

shapr    TILLER by sumup    ornikar

## Exclusive partnerships

With **4** of the best data tools!

Amplitude    Looker    Fivetran    n8n.io

## They recruit our alumnus

N26    qonto    Microsoft    getaround

spendesk    trainline    BCG    Lydia    ∞

amazon    Doctolib    Google

accenture    🍎    PayPal

# Authors & teachers

**Paul Mochkovitch**
**Ex-head of Data**

shapr

**Nolwenn Beillard**
**Lead Data**

SUMUP®

**Olivier Yoo**
**Data Scientist**

Doctolib

**Sonia Moatti**
**Ex-growth Ops**

gorgias

**Bruno Lajoie**
**Co-founder**

**Gil Marlard**
**Product Analyst**

aircall

**Alexandre Viguier**
**Data Analyst**

epsor

**Cédric Riom**
**Tracking & Analytics**

BackMarket

**Julie Montels**
**Lead Data Engineer**

360Learning

# Alumni talk about their experience

**Elodie Lapaque**

Digital Marketing Specialist @ **Bright**

"Objective fulfilled at 100%! The format of the course is designed to give you a lot of practice. And that's what makes the course so effective in my opinion. No lectures or lectures. It's by doing that you learn, there's no secret!"

**Hugo Cornu**

Growth Lead @ **Alegria Group**

"The training provides a very solid foundation whether it's advanced functions on Google Sheets, SQL queries and using a data visualization tool."

**Tony Chan**

Product Manager @ **Heetch**

"With Le Wagon, we learn to do Data Analysis in an environment very similar to ours. We immediately realize how to reuse what we have just learned in our daily PM."

# A typical week

**Monday** - 6:30 to 9pm - Remote by videoconference 🎧

Session 1: Practice in small groups with the help of our experts and ask all your questions.

**Tuesday & Wednesday** - Asynchronous - on our digital platform 💻

Preparation for session 2: you watch the video of the session 2 lesson.

Back to session 1: if you have some time, go back to your exercises!

**Thursday** - 6:30 to 9pm - Remote by videoconference 🎧

Session 2: Practice in small groups with the help of our experts and ask all your questions.

**Friday to Sunday** - Asynchronous - on our digital platform 💻

Preparation for session 3: you watch the video of the session 3 lesson.

Back to session 2: if you have some time, go back to your exercises!

# More program details

## Part 1

**Discover Data tools and concepts and master Google Sheets**

✔ **Data ecosystem**

All the data jargon: Data Warehouse, ETL, ELT, Data Lake, and so on, will become clear to you.

✔ **KPIs**

Explore the main KPIs followed by the different teams (Product, Marketing, Finance, Sales) of companies in the 21st century.

✔ **Google Sheets**

Import, analyze, and visualize your data in an automated way (up to several thousand rows).

### Data case

Understand why tools like Snowflake, BigQuery or Looker are important.

Set up Shapr's automated management dashboards on Google Sheets.

⏰ **PRACTICE DURATION**

**10h**

**All our alumni reviews are available on:**

★ 2021 ★
**BEST
CODING
BOOTCAMPS**
🔥 switchup
★ ★ ★

# More program details

## Part 2
**Become autonomous on SQL**

✓ ### Simple queries

  SELECT * FROM data_base

  Select, filter, sort your data.

✓ ### Aggregate functions

  Pre-calculate columns and group your results in your queries.

✓ ### Joins

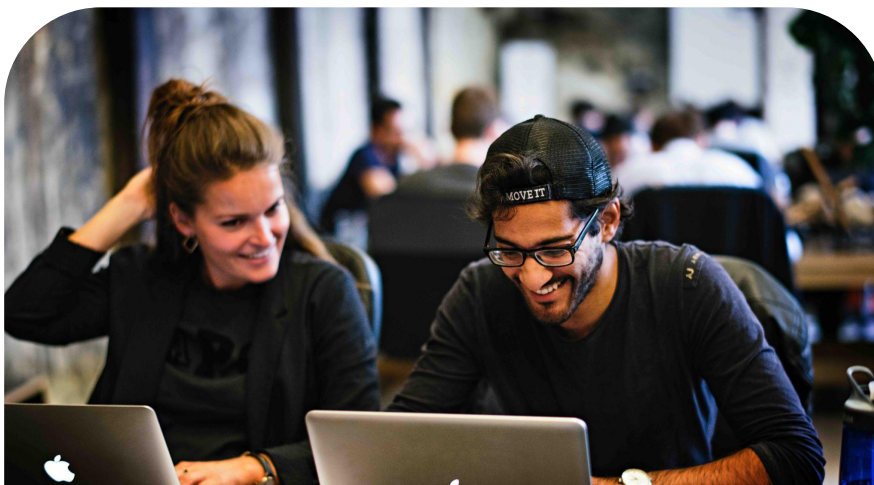  Link your databases together to make the most relevant and complete queries possible.

> ## Data case
>
> Create Shapr's Product Tracking Board.
>
> Analyze the impact of Marketing investments on Shapr's business.

⏰ **PRACTICE DURATION**
**7h30**

# More program details

## Part 3

### Build visualizations with Google Data Studio

✅ **Discover Google Data Studio**

Connect your first data sources and make your first graphs.

✅ **Make effective graphics**

Discover best practices for building Dashboards and discover all the possibilities offered by Google Data Studio.

✅ **Cleaning & joins in Google Data Studio**

Perform more complex analyses in Google Data Studio.

**Data case**

Create an automated monitoring dashboard for a B2B funnel with data from a prospecting tool (Lemlist) and a CRM (Hubspot).

Create an automated follow-up dashboard for Shapr's COMEX with data from a Data Warehouse (BigQuery) via SQL.

⏰ **PRACTICE DURATION**

**10h**

**Discover the stories of our alumni!**

# More program details

## Part 4

### Conduct effective data analytics

✓ **How to (data) analyze?**

Develop the right reflexes to explore new data or to verify the significance of your analyses.

✓ **Final projects**

**Work on your own data with our help!**

Set up your own automated Dashboards.

Do new analyses on a product feature, or the efficiency of your Sales teams...

**Or work on one of our Data Cases**

Conduct an end-to-end analysis on one of the cases we've prepared with our partners.

⏰ **PRACTICE DURATION**
**12h30**

# Examples of alumni final projects

Here are examples of personal projects by our alumni at the end of their training:

**Romain Bazil**
Data Analyst @ Génération Voyage

Data used: Générations Voyage data

Objective of the final project: to identify and analyze the different customer paths that lead to a sale using Google Sheet and Google Data Studio.

**Léa Hugon**
Product Manager @ Weedogift

Data used: Weedogift data

Objective of the final project: to understand why some users do not use their gift card balance despite a high amount thanks to an analysis.

**Ghazi Mejaat**
Growth Strategy Consultant

Data used: data from a restaurant client

Final project objective: retrieve, analyze and organize data from a restaurant on a Google Data Studio dashboard.

**Chloé Perrin-Houdon**
Supply Chain Manager @ Branded

Data used: customer data from a restaurant

Final project objective: retrieve, analyze and organize data from a restaurant on a Google Data Studio dashboard.

# Some examples from our Data cases

If you do not have data available, work on a Data project from one of our partners, such as:

## Project 1

**Food delivery market analysis, define the go to market strategy**

foxintelligence
by NielsenIQ

## Projet 2

**Define the key factors for success in the driving test**

ornikar

## Projet 3

**Optimizing student placement rates through data analysis**

JOBTEASER

**And many more...**

# FAQs

**Do I need any special equipment to follow the training?**

Apart from a good internet connection, no! There are some tools to download, like Slack, but other tools (e-learning platforms and software) are accessible from your Internet browser.

**I don't currently have an idea of a final project to work on. Is it a problem?**

Don't worry about it! Students with a project are invited to pitch their idea during the bootcamp while people without one are welcome to team up with them.

**I don't have any technical background, can I join the course?**

You don't need any technical background to join our courses. We expect 3 things from our students: be (extremely) motivated, be curious, be social. If this sounds like you, then we'll be more than happy to have you on board!

**Any other question?**

Please book an appointment with us here.