



# Lumen Data Analytics Program

**Transform Data into Decisions. Transform Your Career.**

**Top choice for career changers**

# Program Overview

The Lumen Data Analytics Bootcamp is a comprehensive, industry-aligned program designed to equip learners with the **technical expertise, business acumen, and professional skills** needed to excel in the field of data analytics. Through a blend of hands-on projects, real-world case studies, and mentorship, participants will learn to analyze data, derive actionable insights, and communicate findings effectively to drive business decisions. The program is tailored to meet the demands of today's data-driven world, with a focus on practical applications and job readiness.

# Key Details

## Duration

Full-time: 6 months

Part-time: 12 months

## Mode

100% Online

Instructor-led classes

## Languages

English, German







# Key Details

## Internship

- One-month internship
- Work on a real-world project
- External (tech company) or internal (Lumen program)

## Mentorship

- Dedicated technical mentors
- Branding coaches
- Industry experts

## Curriculum

Combines industry relevance with practical and theoretical depth.:

- **Expertly Crafted:** Designed with input from Fortune 500 experts (Meta, Amazon).
- **Insights from Senior Leaders:** Contributions from top-tier professionals, including CTOs, VPs, and Entrepreneurs.
- **Academic Excellence:** Enhanced by University Professors for academic rigor.



# Program Structure

## Foundation

Build a strong foundation in data analytics tools and concepts

## Brilliance

Advance technical skills and applied analytics to solve complex problems

## Mastery

Apply skills to real-world projects and prepare for job placement



# Foundation – 12 Weeks

## Technical Curriculum

- Introduction to Data Analytics & Business Intelligence
- Descriptive & Inferential Statistics
- Exploratory Data Analysis (EDA) Techniques
- Microsoft Excel & Google Sheets for Data Analysis
- ChatGPT for sheets
- Intro to Tableau
- SQL & Database Management

## Business Acumen & Professional Skills

- Data Storytelling & Effective Communication
- Business Intelligence Fundamentals
- Decision-Making with Data
- Forming analytical questions
- Industry-Specific Applications (Finance, Marketing, Healthcare, etc.)

## Personal Branding and Job Preparation

- Identifying career goals
- Shortlist your dream companies
- Developing job search strategy
- Crafting Resume for Data Roles
- Setting up LinkedIn and Github

# Brilliance – 8 Weeks

## Technical Curriculum

- Python for Data Analysis (Pandas, NumPy, Matplotlib, Seaborn)
- Data Wrangling & Cleaning Techniques
- Advanced Data Visualization with Tableau

## Business Acumen & Professional Skills

- Presenting Data to Executives & Stakeholders
- KPI Development & Measurement Strategies
- Measuring ROI and Communicating Business Impact

## Personal Branding and Job Preparation

- Building a compelling portfolio
- Optimizing LinkedIn & GitHub Profiles
- Building your Network
- Establishing your professional brand
- Using AI tools for effective job search and personal branding



# Mastery – 4 Weeks

## Technical Curriculum

- Data Pipelines & ETL
- Data Governance & Compliance
- Predictive Analytics
- Introduction to Machine Learning for Analysts
- Industry-Specific Final Capstone Project

## Business Acumen & Professional Skills

- Advanced Business Intelligence & Strategy
- Identify business issues, solve them with data and understand risks and expectations of data modeling
- Developing data-driven mindset

## Personal Branding and Job Preparation

- Intro to Freelancing & self-employed Data Analytics opportunities
- Writing impressive cover letters and proposals that stand out
- Mock Interviews & Feedback Sessions
- Salary Negotiation Strategies
- Developing professional development roadmap

# Tools & Technologies



## Data Handling

Microsoft Excel, Google Sheets, PostgreSQL



## Programming & Analytics

Python (Pandas, NumPy, Matplotlib, Seaborn), Jupyter Notebook, Google Colab



## Visualization & Reporting

Tableau



## Automation & AI

ChatGPT, Generative AI for Data Insights





# Career Pathways

- Data Analyst
- Business Intelligence Analyst
- Data Consultant
- Marketing/Data Insights Analyst
- Product Analyst
- Freelance Data Consultant





# Join the Lumen Data Analytics Program Today!

Gain in-demand skills, work on industry-standard tools, and build a career in Data Analytics.

Apply now to get started!

[www.digitalmunich.com/lumen](http://www.digitalmunich.com/lumen)

[info@digitalmunich.com](mailto:info@digitalmunich.com)