

## FOUNDATION TO INTERMEDIATE

# Data Science & Business Analysis

From "I'm new to data" to "I can clean it, analyse it, visualise it, model it, and present it to stakeholders."

**20 Weeks**

Structured curriculum

**NGN 250,000**

Approx. USD 170

**50 Seats**

Per cohort

**4+ Projects**

Plus capstone

Full payment upfront | or flexible instalment plans available

Live instructor-led sessions (Fri-Sun) | Recordings | Weekly assignments | Capstone

# Why This Programme?

Data skills are no longer optional. Whether you want to enter a data role, add analytics to your current job, or build the foundation for a career in data science — this programme gives you the structured, practical path to get there.

**A structured foundation that takes you from "I'm new" to "I can clean data, explore it, communicate insights, and build predictive models for business use cases."**

## Who Is This For?

- **Complete beginners** — no tech background needed. We start from fundamentals and build step-by-step.
- **Career switchers** — NYSC members, graduates, or professionals moving into data roles.
- **Business professionals** — in ops, finance, marketing, HR, or product who need analytics for decision-making.
- **Early-career analysts** — who want to formalise their skills with structured training and a portfolio.

## What Makes This Programme Different?

<p><b>Foundation-First</b></p> <p>Learn the real basics properly — Python, statistics, SQL, and visualisation. No shortcuts.</p>	<p><b>Business Context</b></p> <p>Every concept connects to real business problems with Africa-centric examples and datasets.</p>
<p><b>Hands-On + Portfolio</b></p> <p>4 mini-projects and a capstone. You leave with work you can show employers.</p>	<p><b>Instructor-Led</b></p> <p>Live sessions with accountability, feedback, mentorship — not just videos.</p>
<p><b>Career Readiness</b></p> <p>Storytelling, dashboards, and presentation confidence — not just theory and code.</p>	<p><b>Beginner to ML</b></p> <p>By Week 20, you'll build and evaluate machine learning models for real business problems.</p>

# What You'll Be Able To Do

By the end of this 20-week programme, you will have the skills and portfolio to pursue data analyst, business analyst, and reporting analyst roles — or progress to the Advanced programme.

Skill	What You'll Do
<b>Python</b>	Write scripts, clean data, build pipelines with Pandas and NumPy
<b>Statistics</b>	Run hypothesis tests, calculate confidence intervals, interpret distributions
<b>Data Visualisation</b>	Create publication-quality charts and tell data stories with Matplotlib, Seaborn, Plotly
<b>SQL</b>	Query databases with joins, subqueries, window functions, and CTEs
<b>Power BI</b>	Build interactive dashboards and present business insights
<b>Excel</b>	Pivot tables, dashboards, forecasting, and financial analysis
<b>Business Analysis</b>	Map stakeholders, frame problems, define KPIs, make data-driven recommendations
<b>Machine Learning</b>	Train and evaluate regression, classification, and clustering models on real business data

## Curriculum Snapshot (20 Weeks)

The programme is split into two phases. Project weeks (highlighted) are dedicated to building portfolio-ready work.

Week	Topic	Focus
1	Introduction to Data Science	Overview, applications, African case studies
2	Python for Data Science I	Python basics, control flow, functions
3	Python for Data Science II	NumPy, Pandas, data cleaning
4	Data Preprocessing & Feature Eng.	Missing values, encoding, pipelines
5	<b>PROJECT 1 - Data Foundations</b>	Clean and explore an African dataset
6	Statistics & Probability I	Descriptive stats, distributions
7	Statistics & Probability II	Hypothesis testing, confidence intervals
8	Data Visualisation & Storytelling	Matplotlib, Seaborn, data stories
9	<b>PROJECT 2 - Exploratory Analysis</b>	Full EDA report with insights
10	SQL for Data Science	Joins, subqueries, window functions
11	Power BI for Analytics	Dashboards, business storytelling
12	Business Fundamentals	Stakeholder mapping, KPIs, problem framing
13	<b>PROJECT 3 - Business Dashboard</b>	Power BI dashboard using SQL data
14	Introduction to Machine Learning	Supervised vs. unsupervised, ML pipeline
15	Supervised Learning: Regression	Linear, Ridge, Lasso, evaluation
16	Supervised Learning: Classification	Logistic, Decision Trees, Random Forest

Week	Topic	Focus
17	<b>PROJECT 4 - ML for Business</b>	ML model on African business data
18	Model Evaluation & Tuning	Cross-validation, Grid Search, Optuna
19	Clustering & Recommendation	K-Means, hierarchical, recommenders
20	<b>CAPSTONE ML PROJECT</b>	Full pipeline: cleaning to presentation

# Pricing & Payment

## Programme Fee

**NGN 250,000 (approx. USD 170)**

Full payment: NGN 250,000 upfront

Instalment Option A: 50% before start, 50% before end of Month 1

Instalment Option B: 40% before start, 30% in Month 2, 30% in Month 3

Scholarships may be offered selectively for committed learners, but our core message is affordability + value + outcomes.

## What's Included

- 20 weeks of live instructor-led sessions (Friday, Saturday, Sunday)
- Session recordings for review and catch-up
- Weekly assignments with feedback
- 4 guided mini-projects + 1 capstone project
- Access to community support channel
- Instructor guidance and structured feedback
- Completion certificate (attendance + project requirements)

## Frequently Asked Questions

Question	Answer
<b>Do I need a tech background?</b>	No. We start from fundamentals. You just need willingness to learn and practise.
<b>Do I need a laptop?</b>	Yes. A laptop (8GB RAM min, 16GB recommended), stable internet, and enough storage to install tools.
<b>Is this virtual or physical?</b>	Primarily live instructor-led (virtual). Physical options depend on cohort plan.
<b>What tools will we use?</b>	Python (Pandas/NumPy), SQL, Power BI, Excel, Matplotlib/Seaborn, scikit-learn, and more.
<b>Will there be projects?</b>	Yes. 4 mini-projects + 1 capstone following a full pipeline: cleaning, EDA, modelling, dashboard.
<b>Will I get a certificate?</b>	Yes. Participants who meet attendance and project requirements receive a completion certificate.
<b>Can I pay in instalments?</b>	Yes. Option A: 50% before start, 50% before end of Month 1. Option B: 40% before start, 30% in Month 2, 30% in Month 3.
<b>What roles can this prepare me for?</b>	Data Analyst, Business Analyst, Reporting Analyst, BI/Analytics roles, and foundational prep toward Data Science.

**What if I want to go further?**

The Advanced programme covers ensemble methods, time series, industry analytics, and a career-defining capstone.

**Ready to start your data career?**

Enrol now at [academy@stackron.com](mailto:academy@stackron.com) | Limited to 50 seats per cohort

*Stackron Academy | [academy@stackron.com](mailto:academy@stackron.com) | Foundation in Data Science & Business Analysis*