



THE ADECCO GROUP



GENERAL ASSEMBLY

Becas Fundación Adecco-General Assembly 2022

Track 1: Data Analytics

Data Analytics Track

Objectives:

- Advance problem-solving skills by developing an analytical mindset
- Develop data literacy and competency in working with data including maths and stats knowledge
- Understand the analytics workflow from identifying a business problem through communicating insights
- Deep dive in data analytics processes of wrangling, preparing, analysing, interpreting and visualization of data
- Develop working knowledge of common tools used as an analyst including SQL, Excel and Tableau/PowerBI
- Build programming skills in Python, the most popular language for data applications

What we are teaching

UNIT 1

Orientation, Data Literacy and Intro to SQL

- Introduction to Data and Analytics
- Analytics common tools and processes
- Introduction to SQL
- Grouping and Combining Data with JOINS & UNIONS
- Data Cleaning
- Building Data Literacy

UNIT 2

Wrangling and Preparing data with SQL

- Advanced JOINS
- Dealing with Nulls
- Subqueries
- Functions
- Windows Function and Recursive Statements

Data Analytics Track

	What we are teaching
UNIT 3 Advanced Excel Analysis with Embedded Maths and Stats	<ul style="list-style-type: none">• Get to grips with the basics (formulas, formatting and data handling)• Referencing and Lookups• Aggregating Data with Pivot Tables• Maths and Stats for Exploratory data analysis• Communicating insights with Excel• Google Analytics Workshop
UNIT 4 Data Visualization with Tableau or Power BI	<ul style="list-style-type: none">• Intro to BI tool Landscape• Importing and exploring data• Building Common Visualizations• Calculations and Analysis• Building Dynamic Dashboards• Communicating Insights <p>Project Outcome: Perform an in depth analysis on a given project that demonstrates a journey through the data analytics workflow from hypothesis to communication of insights using relevant tools</p>
UNIT 5 Advanced Unit Python and Pandas	<ul style="list-style-type: none">• Python and Programming Fundamentals• Control Flow• Libraries and Modules• Pandas & DataFrames• Exploratory Data Analysis• Stats and Modelling

Track 2: Front End Developer

Front End Development Track

Objectives:	<ul style="list-style-type: none">• <i>Get familiar with the fundamental building blocks of the web, adding and styling content with HTML and CSS</i>• <i>Take a developer's approach to problem-solving, coding responsive sites for mobile and the web</i>• <i>Learn the fundamentals of JavaScript and object oriented programming</i>• <i>Use JavaScript to interact with the browser, the Document Object Model, and APIs</i>• <i>Learn the Angular & React frameworks. & approach to building maintainable and scalable single page applications</i>
	What we are teaching
UNIT 1 Getting Started & The Developer's Toolkit	<ul style="list-style-type: none">• Culture and expectation setting• Git, Github, Command Line, VS Code Basics• Intro to Modern HTML and CSS• Semantic HTML, HTML and CSS basics• Flex-box• Accessibility on the web
UNIT 2 Programming Intro & Understanding The Web	<ul style="list-style-type: none">• Computers & the internet• Programming fundamentals with Javascript• Data Types• Control flow• Functions, Arrays, Objects, Classes

Front End Development Track

	What we are teaching
UNIT 3 Web Development & Projects	<ul style="list-style-type: none">• JavaScript on the web• Interacting with the DOM• Browser APIs responses including JSON <p>Project Outcome: Building and deploying a responsive, interactive front end application built with HTML, CSS and JavaScript.</p>
UNIT 4 Intermediate Web Application Development	<ul style="list-style-type: none">• Frameworks Introduction• ES6• Components & JSX• State & Props• Unidirectional Data Flow• Component Lifecycle• React + 3rd Party APIs
UNIT 5 JavaScript Frameworks & Ecosystem (Angular + React)	<ul style="list-style-type: none">• React Router• Testing Components w/ Jest and Enzyme• React Hooks• Styling Components• Overview of the Javascript Ecosystem and Wider Frameworks e.g. Angular, Node <p>Project Outcome: to Develop and deploy a data driven React application that consumes a public API</p>

Track 3: Digital Marketing

Digital Marketing Track

Objectives:

- Equip participants with the skills they need to be a productive and effective marketer in the 21st century.
- Use current marketing tools and best practices to enhance brand awareness, drive sales leads, and increase customer engagement
- Learn to translate user behaviours and motivations at different stages on the marketing funnel, into intuitive digital experiences that power revenue, loyalty, and product success
- Build confidence and credibility to tackle complex design problems on the job.
- Learn how to create a basic website with HTML and CSS, a versatile skill set that complements marketing
- Perform data analysis and make effective decisions for marketing use cases using Excel, SQL, and Tableau

What You'll Leave With

UNIT 1

Digital Marketing Accelerator

- **Develop** data-driven personas that can be used to improve accuracy in your marketing.
- **Identify** creative and strategic best practices for key marketing channels (social, search, email, paid advertising, etc.) aligned to target audiences.
- **Use** data to develop segments of key audiences based on their behaviour, demographics, and interests - including targeting and retargeting.
- **Analyze** the results of marketing executions and identify opportunities to improve in the future using Google Analytics.

UNIT 2

User Experience Design

- **Apply** user experience best practices as you think, analyze, and design to effectively solve problems.
- **Conduct** effective user research and perform usability tests.
- **Produce** full UX documentation deliverables, including personas, competitive assessment documents, feature prioritization, wireframes, and, potentially, a clickable prototype.
- **Define** all possible interactions as a person moves through the structure, functionality, and appearance of software interfaces.
- **Analyze and critique** the designs of others.



Digital Marketing Track

	What You'll Leave With
UNIT 3 Web Development & Projects	<ul style="list-style-type: none">● Get to know the building blocks of the web by adding and styling content with HTML and CSS.● Take a developer's approach to problem-solving and coding responsive sites for mobile and the web.● An understanding of accessibility on the web● Apply a mobile-first methodology to CSS and website design with responsive design and positioning <p>Project: Practice the application of marketing, UX and Web development principles and skills to a marketing scenario</p>
UNIT 4 Data Analytics	<ul style="list-style-type: none">● Advance problem-solving skills by developing an analytical mindset.● Practice industry standard tools and techniques for common data use cases such and Excel, SQL and Tableau● Apply the Data Analytics workflow to solving business and marketing problems.● Analyze insights gleaned from common data sources.● Present data-driven observations and recommendations to stakeholders using visualizations and dashboards.