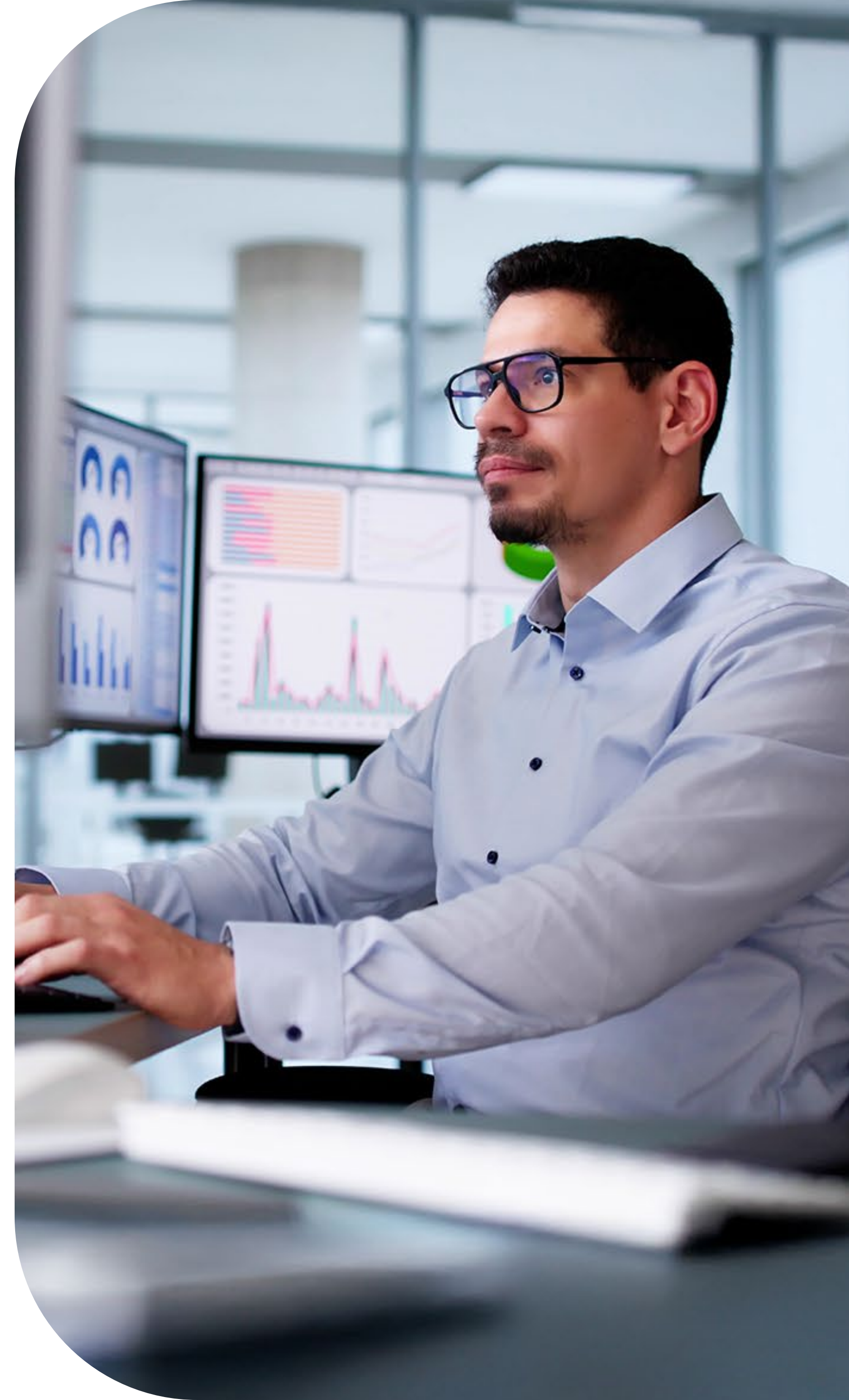


Business Data Analyst Associate

With Microsoft Power BI Data Analyst



Your Course at a glance

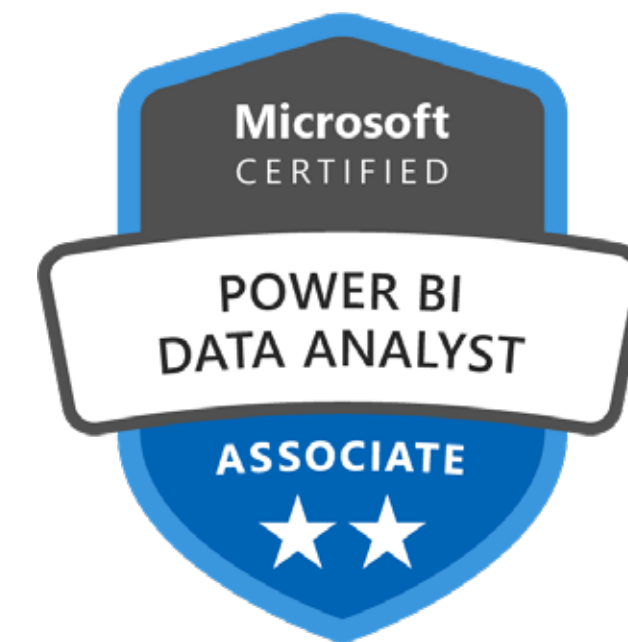
Business Data Analyst Associate

The Business Data Analyst Associate course equips you with the skills and techniques to transform data into meaningful business insights.

You'll learn how to analyse, interpret, and present data to support decision-making across a range of industries. Using industry-beloved tools like Excel, Power BI, and SQL, you'll build practical, job-ready experience in solving real-world business challenges through data. Whether you're new to data or looking to enhance your current skill set, this course provides a strong foundation for data-driven roles.

Who is this course for?

- ✓ Career switchers ready to explore data roles
- ✓ Returners to work seeking practical, funded training
- ✓ Anyone who enjoys problem-solving and analytical thinking
- ✓ Business development professionals who want to make data-driven decisions



Course Overview



Duration:
12 Weeks - Part Time



Format:
Live tutor-led classes



Qualification:
Microsoft Certified:
Power BI Data Analyst Associate



Funding:
Fully Funded by the WMCA



Finding The Talent In You

iMeta Training was founded in 2023 in Birmingham with a simple mission: create accessible, high-quality training opportunities for everyone, no matter your starting point.

Our small team of tutors, learner support staff, employment and recruitment officers and operations experts have decades of experience in adult education. We recognise and remove the barriers that many adults face in the West Midlands, from financial hardship to childcare difficulties, to managing neurodivergence and addressing confidence and self-esteem.

We deliberately provide opportunities to train in fast-growing sectors, ensuring that learners have clear pathways for progressing their careers and education after they complete their course. 8 out of 10 of our learners move onto new jobs in their chosen field, secure a promotion, or continue into further education at university or through an apprenticeship.

Every part of the iMeta learning journey is designed so no learner is left behind. We find the talent in you.



What We Stand For

We're here to make learning more accessible, more relevant, and a whole lot more human. These are the values that guide everything we do.

Making Learning More Enjoyable

Training should feel motivating. We design our courses to be practical, engaging, and focused on real-life outcomes, so you actually enjoy learning and want to keep going.

Staying on the Pulse of Business Technology

We keep up with the latest tools, trends, and tech so our learners stay ahead of the curve. From digital skills to industry-specific know-how, we've got it covered.

Keeping Brum in Business

We're proud to be based in Birmingham and even prouder to support local people and businesses. Whether you're in Brum or beyond, we're here to help you grow and thrive.

Encouraging Personal and Professional Growth

We go beyond teaching technical skills by fostering soft skills like critical thinking, collaboration, and problem-solving. We want our graduates to be confident and capable of taking ownership of their careers in technology.

Learner Support

At iMeta Training, we are committed to providing tailored support for learners with Learning Difficulties and/or Disabilities (LLDD) to ensure their success throughout their learning journey.



Initial Outreach

At the start of each course, our Tutors and Progressions Officers proactively engage with learners who may have learning difficulties or disabilities. This outreach aims to assess the specific support they may require to thrive during their time with us.

Personalised Support Plans

Once a learner's needs are identified, we create a personalised support plan. This is documented in our LLDD Support Forms, completed by both Tutors and Progressions Officers. The plan may include adjustments such as additional learning resources, modified assessments, or specialised learning tools to accommodate individual needs.

Tracking & Accessibility

Each learner's support plan is uploaded to their Personal Information and Curriculum (PICs) file, ensuring it is easily accessible to all relevant staff. This guarantees that the learner's support is consistently tracked and updated as necessary.

Regular Check-ins

To ensure the support remains effective, we hold fortnightly LLDD Support Meetings. These meetings allow us to regularly review each learner's progress, address any new challenges, and make adjustments to their support plan as needed.

Weekly Review Meetings

Our team—including Tutors, Admin, and Progressions Officers—meets weekly to review learner progress, discuss ongoing LLDD support, safeguarding, and any other learner-related needs. These meetings ensure that no learner's needs go unnoticed and that all learners receive the support required to succeed.

Career Advice and Guidance

As part of our commitment to your success, iMeta Training offers a high-quality, impartial, relevant, and confidential Careers Education, Information, Advice, and Guidance service. Once enrolled you will be assigned a dedicated progressions officer who will support you in:

- ✓ CV guidance and support
- ✓ Interview preparation
- ✓ Planning and organisation
- ✓ Job search tips and techniques
- ✓ Career pathway planning and support
- ✓ Motivation and confidence building sessions



Online Learning & Support Materials

You'll be able to access all your online learning materials and support resources for this course through a Microsoft Teams account. We'll set you up with your own Teams account when your course starts, giving you easy access to everything you need to succeed. This includes things like:

- ✓ **Coursework and learning materials:** Essential materials like assignments, lectures, presentations, and helpful guides will be readily available within your Teams account.
- ✓ **Online discussions and forums:** Connect and collaborate with your fellow students and course instructors through online discussions and forums hosted within Teams.
- ✓ **Announcements and updates:** Stay informed about important course updates, deadlines, and announcements directly through your Teams account.

Level 3 - Business Data Analyst Associate - Part Time



Empowering the West Midlands

iMeta Training is proud to partner with the West Midlands Combined Authority (WMCA) to provide transformative IT education to learners across the region. Through WMCA's funding and support, we are able to offer accessible, industry-focused training programs that empower individuals to upskill and secure rewarding careers in the tech sector.

This collaboration allows us to remove financial barriers for learners, particularly those from underrepresented communities, and ensures that they have access to the skills and opportunities needed to thrive in the ever-evolving digital economy. Together with the WMCA, we are committed to closing the digital skills gap, fostering a diverse workforce, and driving economic growth in the West Midlands.



West Midlands
Combined Authority

Technical Requirements

To fully participate in the iMeta training course and benefit from all its features, learners must meet the following technical requirements:

Hardware Requirements

Device:

A Windows laptop or desktop is essential.

Tablets, phones, and Chromebooks are not supported.

Operating System:

Windows 10 or later (64-bit recommended).

Mac users may participate only if they have Windows installed via Parallels.

RAM:

Minimum: 8 GB

Recommended: 16 GB or more (for optimal performance)

Processor:

Minimum: Intel Core i5

Recommended: Intel Core i7 or better

Storage:

Minimum: 256 GB free disk space

Recommended: 1 TB total storage

Software Requirements

All software applications used in the course require Windows:

Microsoft Excel

(Mac version has limited functionality for data analysis tasks)

Python

SQL Server Management Studio (SSMS)

(MySQL may be used, but it is more complex to work with)

Power BI

This application is Windows-only and essential for training.

Apple Users

Mac users must ensure they can run Windows applications.

Options include:

Installing Windows Parallels to emulate a Windows environment

Preferably using a Windows laptop or desktop to avoid compatibility issues and additional costs

Additional Equipment

Extra Monitor (Recommended)

Having a second screen (e.g. a monitor or TV) is highly encouraged for better multitasking during live training—one screen for viewing lessons, another for hands-on coding.

Module 1

Data Types and Functions

- ✓ Course introduction: Data analysis in programming.
- ✓ Introduction to data analysis tools and applications.
- ✓ Exploration of data types and their role in manipulation.
- ✓ Overview of Excel for Data Analysis.
- ✓ Practical exercises on data types and functions.
- ✓ Understanding the significance of functions in data analysis.
- ✓ Data cleaning and preparation in Excel.
- ✓ Advanced analysis with Pivot Tables.
- ✓ Data visualisation and dashboards.
- ✓ Hands-on practice with data manipulation functions.
- ✓ Group activities to strengthen learning.
- ✓ More advanced Excel functions for data analysis.

Module 2

Models and Exceptions

- ✓ Introduction to programming models for data handling and analysis.
- ✓ Introduction to Python for data analysis.
- ✓ Data manipulation using Pandas.
- ✓ Data visualisation with Matplotlib and Seaborn.
- ✓ Practical examples of efficient data management.
- ✓ Statistical analysis with NumPy.
- ✓ Programming exception handling techniques.
- ✓ Data cleaning and pre-processing with Pandas.
- ✓ Real-world implementation of data models.
- ✓ Hands-on exercises for exception handling.
- ✓ Review and discussion of learner experiences with models and exceptions.

Module 3

Object-Orientated Programming (OOP)

- ✓ Introduction to SQL and Relational Databases.
- ✓ Data querying and retrieval.
- ✓ Overview of Object-Oriented Programming (OOP) principles and their benefits.
- ✓ Understanding classes, objects, inheritance, and encapsulation.
- ✓ Hands-on creation of classes and objects.
- ✓ Improving code readability and maintainability with OOP concepts.
- ✓ Collaborative coding for practical OOP scenarios.
- ✓ Peer code reviews and feedback for enhancing OOP skills.

Module 4

Power BI Analytics and Big Data

- ✓ Overview of Power BI and the Big Data Ecosystem
- ✓ Data Connectivity and Querying in Power BI
- ✓ Power Query for Data Transformation
- ✓ Understanding the Power BI Interface and Report View
- ✓ Data Modelling and Relationships in Power BI
- ✓ Data Visualisation Techniques with Power BI
- ✓ Efficient Data Management and Performance Optimization
- ✓ Statistical and Analytical Techniques using DAX
- ✓ DAX Debugging and Error Handling Techniques
- ✓ Creating Interactive Dashboards and Reports
- ✓ Capstone Project and Learner Reflection Session
- ✓ Preparation for Microsoft Certified: Power BI Data Analyst Associate Exam (PL 300)

Module 5

Advanced Data Analysis and Machine Learning

- ✓ Advanced analysis with statistics
- ✓ Importance of data visualisation
- ✓ Practical exercises in advanced analysis
- ✓ Introduction to machine learning
- ✓ Predictive models with machine learning
- ✓ Presentation of machine learning projects
- ✓ Overview of Data Analyst and Data Science certificates
- ✓ Certification exam preparation



Frequently Asked Questions

Who is the Business Data Analyst Associate course for?

This course is ideal for anyone looking to start a career in data, transition from another field, or enhance their ability to make data-driven decisions in their current role. It's suitable for beginners as well as professionals in areas like marketing, operations, finance, or admin who want to build analytical confidence.

Is this really free to take?

Yes, for eligible learners, there is no cost to take the course. You won't need to pay fees, apply for student finance, or take out a loan.

What jobs could I apply for after the course?

The course prepares you for entry-level and junior roles such as Business Data Analyst, Reporting Analyst, Business Intelligence Assistant, Operations Analyst, or Marketing Analyst. These roles exist across virtually every industry, from tech to retail to public services.

How important is data analysis in today's economy?

Extremely important. Organisations in every sector rely on data to drive performance, improve efficiency, and stay competitive. Data analysis is now a core skill that can open doors in a wide range of roles—even beyond traditional "tech" jobs.

What software and tools will I use?

You'll gain hands-on experience with:

- Microsoft Excel for data cleaning and analysis
- Power BI for building dashboards and visualising trends
- SQL for extracting and managing data from databases

What's next after I finish the course?

You can apply for data-related jobs, pursue further training such as advanced Excel, Power BI certifications, or continue your development with specialist courses in Python, data science, or business intelligence. Many learners also go on to secure analyst roles or data-focused apprenticeships.

Let's Get You Enrolled!

You're just one step away from starting your journey with us! To get enrolled or to ask any questions, reach out to iMeta. We are here to guide you through the process and make sure everything runs smoothly. You can reach to us by phone or email - we're excited to help you take this next step!



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