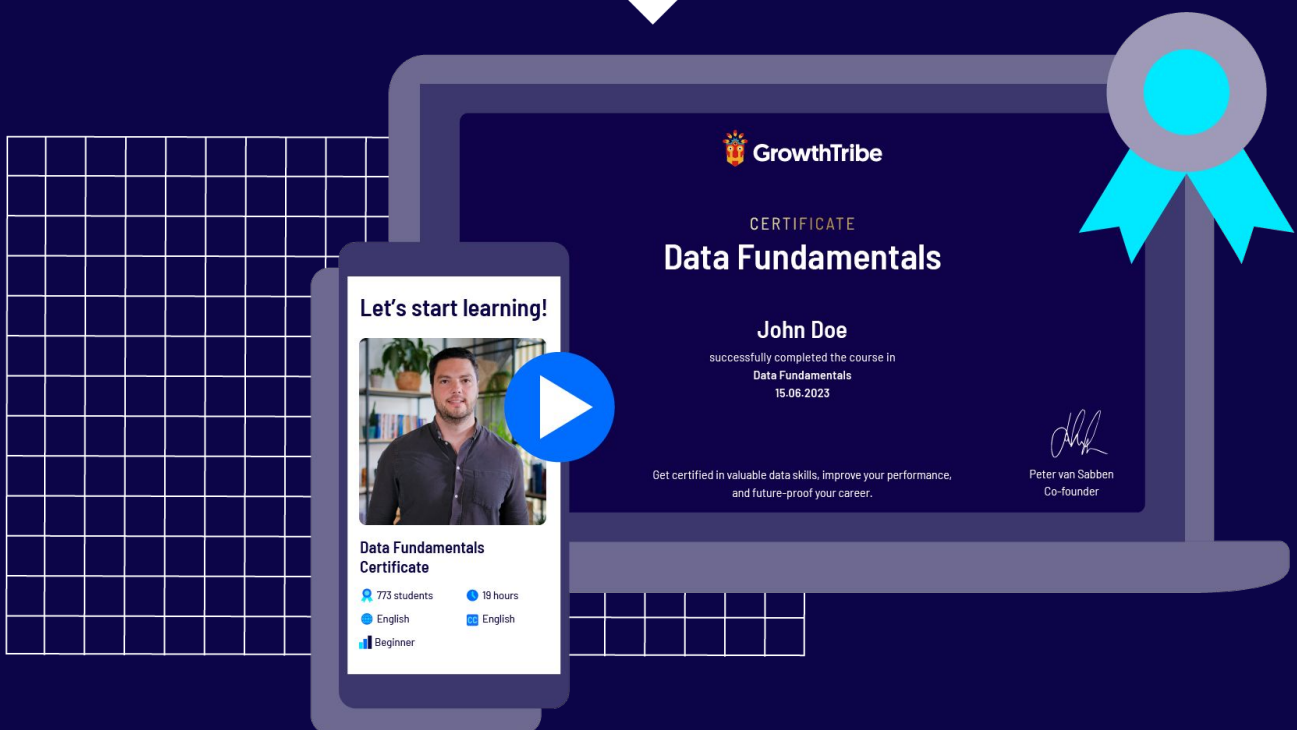




Data Fundamentals Certificate

Embark on a transformative data-driven journey,
unlocking the power of data.







Get confident with data



Data Fundamentals Certificate

Embark on a transformative data-driven journey, unlocking the power of data. Develop essential skills in data interpretation, analysis, and visualisation, empowering you to make informed decisions with confidence.

Course format

 12 - 18 h total	 No prerequisites
 Self-paced	 Join as a team
 € 995	 7 Modules
 Certificate of Completion	 Data Learning Lab*

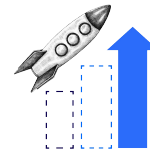
*Explore real case data using Deepnote in our Learning Lab. It's embedded in the first four modules, offering a practical business case setup. **Don't worry if you're not familiar with coding!** Deepnote offers a user-friendly coding environment where you can explore queries and gain hands-on experience in data analysis without needing to write code. It's a great opportunity to learn and apply data fundamentals in a supportive and accessible way.

Why Data Fundamentals?



More Job Opportunities

Data analysis is consistently among the most sought-after skills across industries, according to LinkedIn.



Add Value

Data analysis skills are crucial for informed decisions, making you valuable to data-driven organisations (76%).

Who is this course for?

- Aspiring data beginners in all industries, ready to dive into the world of data.
- Individuals determined to build confidence in understanding and using data effectively.
- Those eager to take charge and leverage data strategically within their organisation.

What can you expect to learn?

- Gain a solid understanding of data sources, descriptive analytics, and predictive analytics concepts.
- Explore diverse data-related roles, acquire essential skills for each role, and unleash the power of collaborative data projects within organisations.
- Become familiar with creating compelling visual representations of information, and understand how to deliver impactful presentations using data analysis.
- Harness the power of data to drive business strategy and confidently make data-supported decisions.

Curriculum Overview

Module 1 - Data Literacy

Discover the different types of data, explore the role of algorithms, learn about data citizenship, and acquire the essential knowledge on data transformation techniques.

Module 2 - Analytics

Learn to analyse data to find insights and understand patterns. You will also discover how to store and manage large amounts of data efficiently, helping business users make informed decisions.

Module 3 - Experimentation

Acquire the skills to design effective experiments through A/B testing. By interpreting the results, you will develop a Test and Learn approach to enhance business strategies.

Module 4 - Advanced Analytics

Delve into machine learning, uncovering how computers analyse data to make predictions. Explore statistical inference to draw conclusions from data analysis, and discover evaluation metrics that assess the performance of data models.

Module 5 - Data Visualisation

Equip yourself with the knowledge and techniques to present data in visually engaging ways that effectively communicate insights and captivate your audience.

Module 6 - Data Teams

Explore various data-related job opportunities and discover different team models, along with learning effective stakeholder management techniques to drive successful data initiatives.

Module 7 - Data Projects

Learn to create self-sustaining processes that continuously adapt and improve based on new data. put your data projects into action, making them operational and practical for real-world applications.

Industry Experts



Bernardo Nunes

Data & AI Transformation Specialist @ Workera.ai

Core Skills

Data Literacy

Data Analytics

Experimentation

Data Visualisation

Data Warehousing

Stakeholder Management

Data Manipulation with Python

Data Teams

Data Strategy

Testimonials



Rik De Vitte
Growth Hacker



Attending a Growth Tribe course is like going on a learning roller coaster. Get ready to: learn new (in high demand) skills, get inspired, have fresh ideas popping into your head and meet new interesting people!



Meagan Cedarbaum
Product Manager



Growth Tribe doesn't only deliver amazing content, learnings, coaches & trainers, but has designed an interactive, fun and seamless online learning experience.

Your Investment

Choose what's right for you

Key Features

Professional Certificate

Premium Membership

€995

One-time purchase.

€1495

Paid yearly.

Certificates (18-24 hours)

1

15+

Bonus Modules (2 hours)

✗

75+

Bi-weekly Microlearning

✗

✓

Downloadable Resources

✗

100+

35.000+ Community Access

✓

✓

'Ask An Expert'

✓

Priority

Personal Career Coaching

✗

3

Job Board

✓

✓

6x/Month Community Events

✓

✓

Masterclasses

✗

4

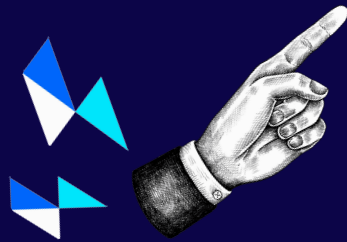
Exclusive Senior Leaders Community

✗

✓

Looking for more than just a Certificate?

Discover our **Membership**

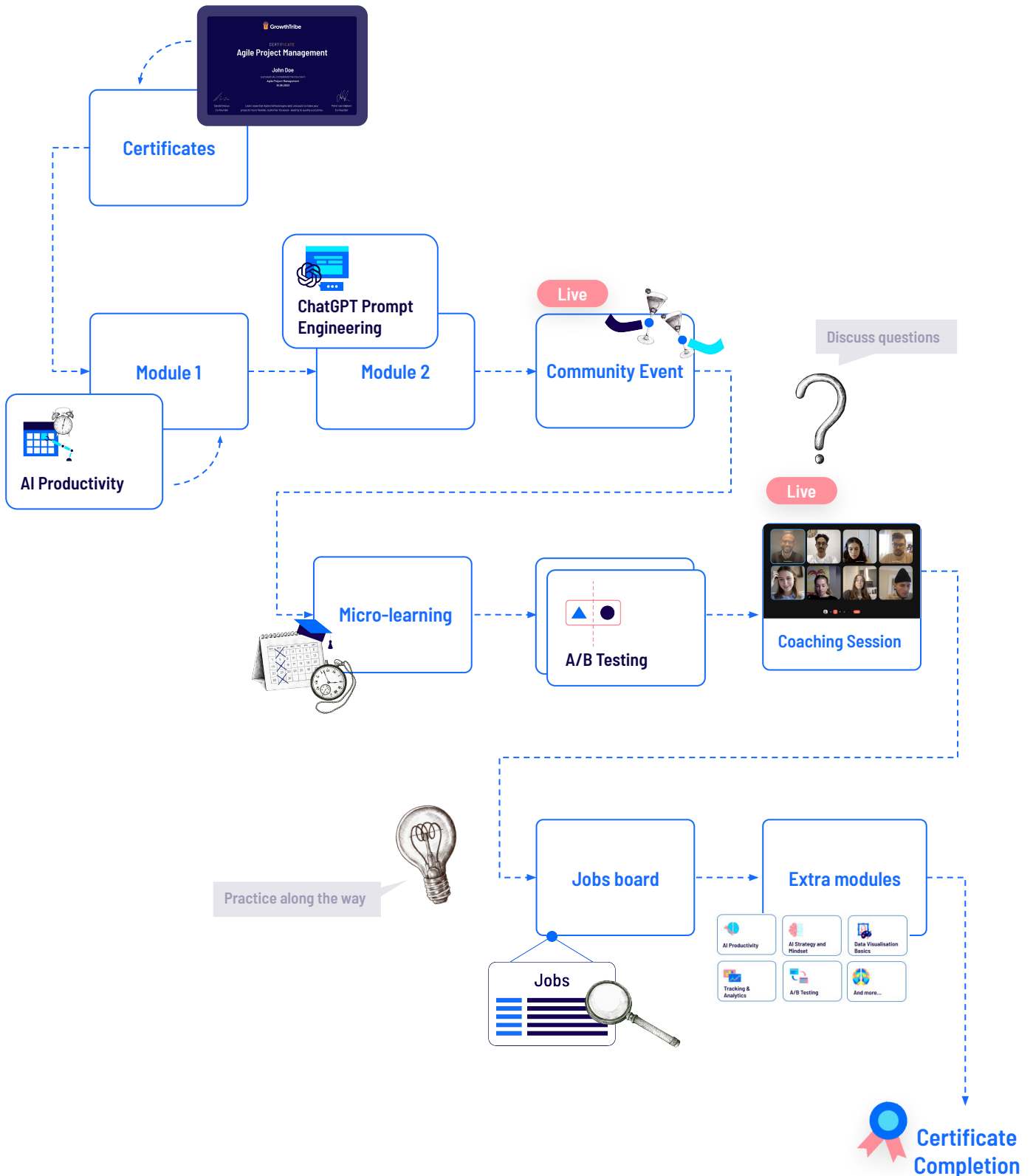


Keep reading to learn how it works and
the features you'll enjoy.

Access a world of opportunities!

Flexible formats for impactful learning.

Embrace flexible learning in engaging formats that make it **fun and easy**. Explore content at your own pace and join live sessions for an enriched experience – all designed to boost your growth journey.



Unlock all 15 internationally recognised certificates.

As a member, you gain access to our complete library of certificates in high-demand **digital skills**. Choose the ones that resonate with your goals, and even bundle them for a deeper skill set that sets you apart.

Data & A.I.



A.I. for Business



Business Analytics

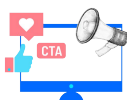


**Data Visualisation
& Storytelling**

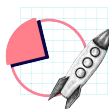


Data Fundamentals

Growth & Marketing



Digital Marketing



Growth Marketing



**Conversion Rate
Optimisation**



**Digital
Communication**



**Sales & Business
Development**

Business & Innovation



Digital Leadership



Project Management



**Agile Project
Management**



Design Thinking



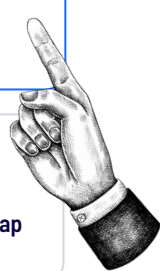
**Product
Management**
































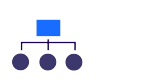
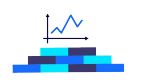





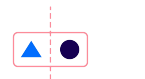
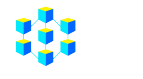


Web3 Foundations

Boost your skills with speed and depth.

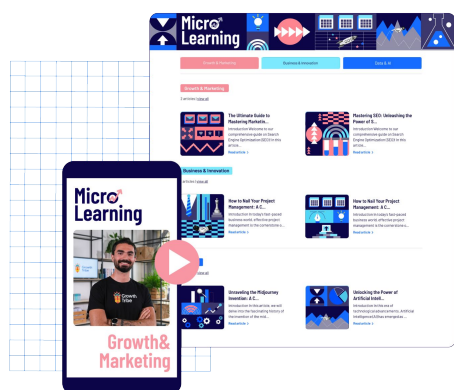
Elevate your certificate's value with our flexible **2-hour modules**. As a member, you have the option to take a swift route to skill development with any of our **75+ modules**. Dive into your areas of interest at your own pace with our modular library.



 AI Productivity	 Product Management Concepts	 Data Visualisation Basics	 Growth Mindset and Experimentation	 AI Business Strategy
 Data Visualisation Methods	 Data-Informed Decision-Making	 Ideation Techniques	 Antifragile Leadership	 Product Roadmap Development
 Rapid Experimentation	 Creating a Sales Strategy	 Digital Marketing Fundamentals	 GenAI for Design	 Leading Project Execution
 Paid Media for Targeted Audience	 Blockchain Case Studies	 Data Presentation	 Building a Brand Identity	 Fundamentals of CRO
 Product Mission & Vision	 Building a Data Culture	 Agile Frameworks & Scrum Essentials	 Data-Driven Growth Marketing	 Landing Page Optimisation
 Content Marketing Strategy	 Product-Market Fit	 ChatGPT Prompt Engineering	 Project Planning and Documentation	 Lead Change Management
 Funnel Marketing	 Predictive Analytics for Business	 Descriptive Analytics	 Iterative Design	 Managing Data Projects
 Scaling Complex Projects	 Data-Informed Communications	 Design Thinking Fundamentals	 A/B Testing	 Web3, DeFi, The Metaverse, NFTs

Stay up-to-date with latest developments in your field and **apply learnings straight away.**

Unlock knowledge on the Go! Dive into **bite-sized** microlearning, **practical** frameworks, and valuable resources. Explore endless job opportunities as you elevate your learning journey anywhere, anytime, and fast-track your path to continuous growth.

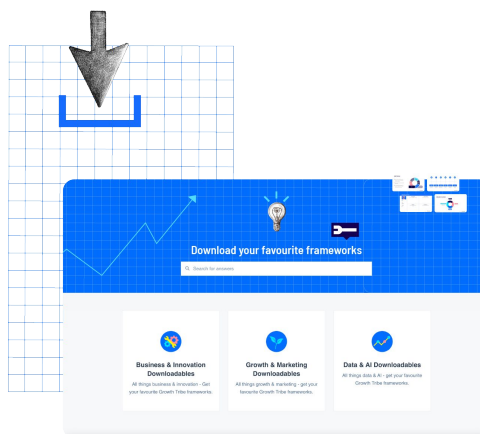


24 micro learnings for busy professionals.

Embrace **10-15 minutes** of effortless learning bi-weekly! Stay sharp and up-to-date in your field, no matter how busy you are.

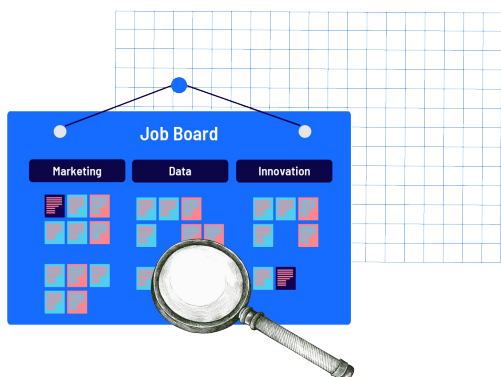
100+ Downloadable resources for immediate impact.

Hands-on learning for instant application. Swift solutions for personal growth. Access a treasure trove of resources that enable you to effectively apply and integrate learnings from your certificate into real-world scenarios.



100+ job listings to take your career to new heights.

Ready to level up your career? Dive into a world of endless possibilities with our exclusive job board! Discover new job opportunities to take your career to new heights.

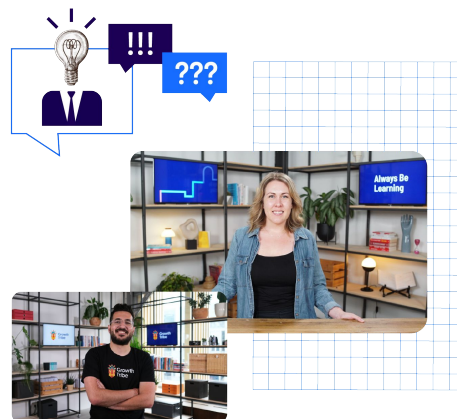


Connect, collaborate, elevate.

Get support from peers and experts in a dynamic community of 35.000+.

Feeling stuck? Connect with industry experts anytime to get guidance.

Unlock priority access to ask an expert. Gain the advantage of receiving swift and insightful answers, ensuring your learning journey stays on the fast track to success.

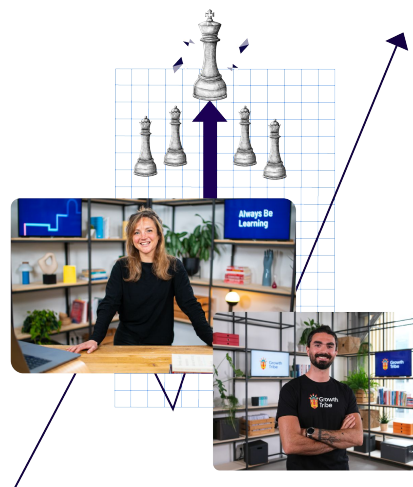


Attend community events and build your network.

Join vibrant events for networking, learning, and growth. Unlock 4 masterclasses led by experts, delivering focused insights for accelerated progress.

Navigate success with career coaching.

Access three 30-minute sessions with our dedicated coaches. Receive expert guidance tailored to your unique goals, empowering you to discover your own solutions, make informed choices, and conquer challenges.



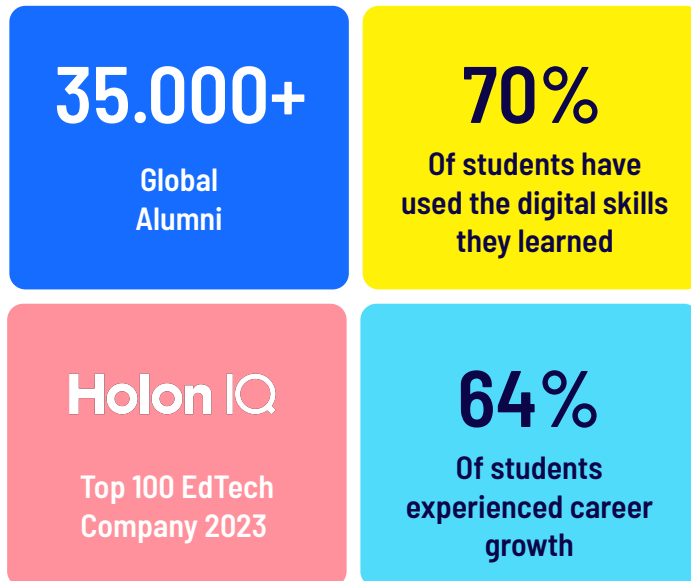


About us

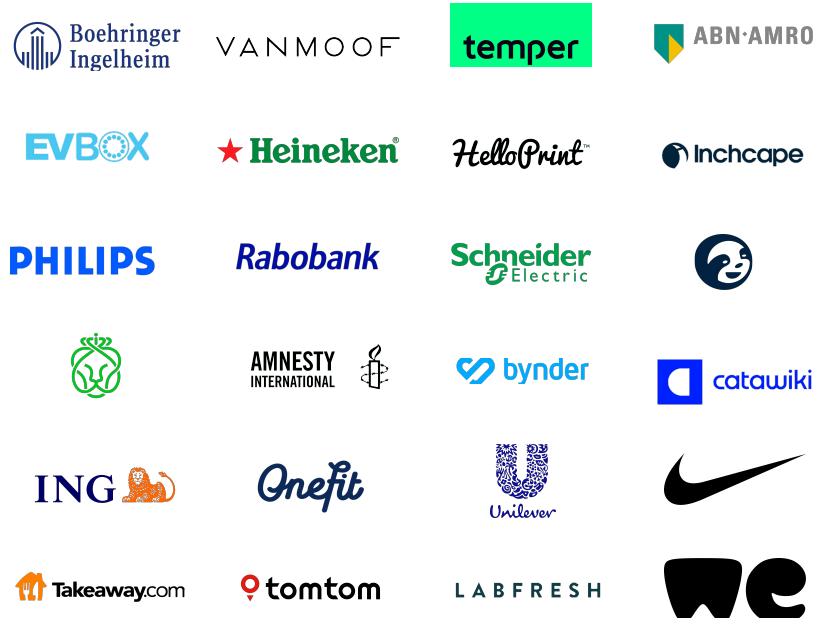
Discover a new path to success with Growth Tribe, your partner to upskilling in in-demand digital skills. We specialise in empowering individuals in the fields of Growth & Marketing, Data & AI, and Business & Innovation.

Our courses are designed to be practical, engaging, and fun, ensuring that learning is both rewarding and enjoyable. With a diverse range of learning formats, you have the flexibility to choose what suits you best.

Growth Tribe in numbers



Companies that trust us



What do our customers say?



Katie Hudson

Senior Product Operations Manager



If you want a course where you sit in front of a screen and listen to a PowerPoint, this is not the course for you. If you want a course that is actually engaging, practical and will let you use real examples, it's really helpful. The skills that I gained from the course definitely helped me in my interview process to the next step.

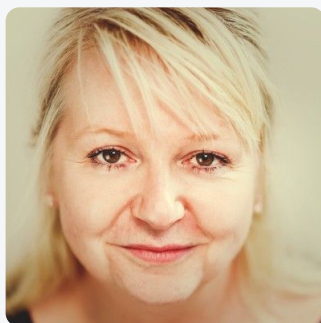


Ashley Mclean

Product Designer

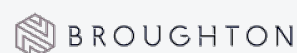


I liked how we were collaborating. That's what sets Growth Tribe apart from the course that I did with Coursera, which wasn't interactive. I'm a person who likes collaboration.

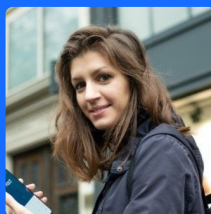


Merran Wrigley

Group Marketing Director

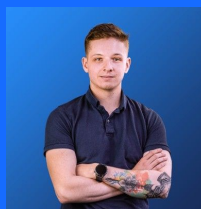


As a brand and marketing professional, I found the course entry to approaching my work in a more data-driven and analytical way. I know I will start benefiting from this new knowledge from the first day back in the office. So the investment in terms of time and money will be immediate to both me and my company.



Zsafia Lele
Co-founder &
Growth Manager
Pippadu

"It exceeded all my expectations. I started it just after I got a new job as Product & Digital Marketer in a startup and the course gave me a huge boost. It was really practical, exactly what I needed and I could implement what I learned right away."



Theodor Andrei
Growth Marketer
Marveltest

"Growth Tribe challenges the status quo of universities / MBA programs / etc which have fallen behind in terms of teaching people skills for the data age. You learn far more in one of their 12-week classes than an entire top-tier 3-year degree."

Want to train more than 5 people?

Wanna know more?

Click [here](#) to learn more.