



winc
academy

**Certificate Supplement
Syllabus Completion Record**

Business Data Analytics



Program: Business Data Analytics	Study Load: Avg. 140 hours	Issuer: Winc Academy
Level: Intermediate / HBO level	Language: English	Status ✓ Completed

Overview

This supplement provides additional context for the Business Data Analytics certificate issued by Winc Academy. It summarizes the syllabus, the completed modules, the practical assignments and the capabilities demonstrated by the certificate holder.

Completion statement

The certificate holder successfully completed the practice-based Front-end Development program. Through hands-on assignments and projects, the certificate holder demonstrated the ability to build responsive, accessible and interactive websites and web applications using HTML, CSS, JavaScript, React, APIs, Git/GitHub and professional front-end development workflows

Completed capabilities

Identify business goals, KPIs, patterns and trends in data	✓ Completed
Prepare, clean and combine data for analysis	✓ Completed
Create dashboards and visual reports in Excel	✓ Completed
Set up and use Google Analytics 4 for website and marketing insights	✓ Completed
Retrieve, manipulate and report on data using SQL and BigQuery	✓ Completed
Create dashboards in Looker Studio	✓ Completed
Build visualizations, dashboards and stories in Tableau	✓ Completed

Prepare, transform and model data in Power BI	✓ Completed
Apply DAX formulas and create Power BI reports	✓ Completed
Present data insights clearly for business stakeholders	✓ Completed
Apply responsible AI tools to improve productivity and workflows	✓ Completed
Develop a practical analytics portfolio through module projects	✓ Completed

Completed syllabus

Module	Study load	Topics completed	Practical assignment completed	Status
Data Analytics Essentials	18 hrs	Core concepts of data analysis; business targets and KPI monitoring; patterns and trends; preparing, cleaning and combining data; data visualization principles and ethics; data architecture and governance.	Answered business questions by preparing and analyzing a dataset and translating findings into actionable insights.	✓ Completed
Excel Complete	20 hrs	Working with Excel; formulas and functions; pivot tables; data visualization; dashboard creation in Excel.	Created an Excel dashboard with five visuals and filters based on the Nomadisa dataset.	✓ Completed
Google Analytics 4	10 hrs	Using GA4 for data analysis; events and conversions; standard reports and custom reports; comparing, segmenting and connecting data.	Set up and analyzed GA4 reports to gather website and marketing insights.	✓ Completed
SQL & BigQuery	25 hrs	SQL syntax and commands; working with BigQuery; storing and analyzing large datasets; OLTP and OLAP concepts.	Created a report with SQL queries in BigQuery.	✓ Completed
Google Data Studio / Looker Studio	10 hrs	Evaluating data for better decision-making; using Looker Studio for data analysis; applying basic Looker Studio skills.	Created a Looker Studio dashboard, taking screen size and data-pixel ratio into account	✓ Completed

Module	Study load	Topics completed	Practical assignment completed	Status
Tableau	24 hrs	Navigating the Tableau interface; managing data sources; creating and customizing charts, including geographic maps; designing interactive dashboards; creating and sharing stories.	Created visualizations, a dashboard and a story in Tableau	✓ Completed
Power BI	16 hrs	Core data analysis concepts; preparing, transforming and modelling data in Power BI; designing dashboards and reports; applying DAX formulas; sharing Power BI projects.	Transformed data, created DAX formulas, built a data model and created a scatter chart in Power BI.	✓ Completed
Gen AI & Work Productivity OPTIONAL	5 hrs	How GenAI tools work; risks such as bias, privacy and unreliable output; selecting suitable tasks for AI support; using AI tools responsibly in daily work.	Applied AI tools to test, improve and make workflows more efficient.	✓ Completed
Career Module OPTIONAL	8 hrs	Orientation on roles, companies and career directions; CV writing; LinkedIn visibility; motivation letters; professional interview skills.	Prepared professional app materials and practiced positioning for the job market	✓ Completed