

SEASON 1 • FREE

12 WEEKS

36 EPISODES

4 PROJECTS + CAPSTONE

Zero to Data Analyst

learn data analytics by building real projects

The Season 1 roadmap · by Ravishankar Kurma (AnalytixAI)

2 Nov

Week 1 opens on Mon 2
Nov 2026

Every Mon

A new week opens,
through Mon 18 Jan 2027

3 a week

Short episodes on
Instagram, 36 in total

£0 • ₹0

Free tools, free files, no
sign-up

What we're doing: a free 12-week series that takes you from no experience to the skills entry-level data analyst roles ask for. Each week you learn one thing in three short episodes, download the dataset and files, and use it straight away. Every few weeks we stop and build a portfolio project on real public data, so you finish with work you can show an employer.

HOW IT WORKS

Each week, four steps

1

Watch the episodes

Three short reels a week, one idea each.

2

Comment the keyword

Comment the word in the reel (like START or WEEK1) and the link comes to your DMs.

3

Download and build

Dataset, starter file and answers for every lesson.

4

Share your work

Send your finished project to be featured in the learner showcase.

WHAT WE COVER, IN ORDER

8 modules

1

Data Foundations

WK 1

2

SQL

WK 1-4

3

MS Excel

WK 5-6

4

Statistics for Analysts

WK 7

5

Data Visualisation

WK 8-9

6

Python

WK 10-11

7

Applied Statistics

WK 11

8

Portfolio, Storytelling & Job Hunt

WK 12

By week 12 you'll have

- 4 portfolio projects on real data
- A capstone: SQL + Python + Power BI
- A one-page CV with project bullets
- LinkedIn and GitHub set up
- Answers to common interview questions
- A plan for applying to roles

Weeks 1 to 6: SQL and Excel

WEEKS 1-6

WEEK 01

Opens Mon 2 Nov 2026

DATA FOUNDATIONS

SQL

Your first steps in SQL

Data foundations · SELECT, FROM, LIMIT · WHERE basics

- EP 01 5 data words you need before SQL
- EP 02 Your first query: SELECT, FROM, LIMIT
- EP 03 Filter rows with WHERE

WEEK 02

Opens Mon 9 Nov 2026

SQL

Filter like a pro

AND, OR, IN, BETWEEN, LIKE · ORDER BY, DISTINCT, NULL

- EP 04 AND, OR, IN, BETWEEN, LIKE
- EP 05 ORDER BY, DISTINCT and NULL
- EP 06 Filtering challenge

WEEK 03

Opens Mon 16 Nov 2026

SQL

Summarise and combine

COUNT, SUM, AVG · GROUP BY, HAVING · JOINS

- EP 07 COUNT, SUM, AVG (and average vs median)
- EP 08 GROUP BY and HAVING
- EP 09 JOINS: combining tables

WEEK 04

Opens Mon 23 Nov 2026

SQL

Think in SQL

CASE WHEN, CTEs · window functions · your first portfolio project

- EP 10 CASE WHEN and CTEs
- EP 11 Window functions: RANK, running totals
- EP 12 Find the customers behind 80% of revenue

★ **Project 1: Find the customers behind 80% of revenue**

100k real orders (Olist) · RFM segments in SQL

WEEK 05

Opens Mon 30 Nov 2026

MS EXCEL

Excel for analysts

Cleaning data · IF, XLOOKUP, SUMIFS

- EP 13 Excel basics and cleaning
- EP 14 IF, XLOOKUP and SUMIFS
- EP 15 Clean and look up challenge

WEEK 06

Opens Mon 7 Dec 2026

MS EXCEL

Pivots and dashboards

Pivot tables · charts · dashboard design

- EP 16 Pivot tables: GROUP BY with a mouse
- EP 17 Charts and dashboard design
- EP 18 KPI dashboard for a real UK retailer

★ **Project 2: KPI dashboard for a real UK retailer**

500k+ sales rows · revenue, returns, top products

Weeks 7 to 12: stats, BI and Python

WEEKS 7-12

WEEK 07

Opens Mon 14 Dec 2026

STATISTICS FOR ANALYSTS

Numbers that tell the truth

Mean, median, outliers · spread, percentiles, % change · correlation

- EP 19 Mean, median and outliers
- EP 20 Spread, percentiles and % change
- EP 21 Correlation: add stats insights to your dashboard

WEEK 08

Opens Mon 21 Dec 2026

DATA VISUALISATION

Meet Power BI

Load and clean · data model · DAX measures

- EP 22 Power BI: load and clean
- EP 23 Data model and relationships
- EP 24 DAX measures

WEEK 09

Opens Mon 28 Dec 2026

DATA VISUALISATION

Dashboards that tell a story

Design and storytelling · the same dashboard in Tableau

- EP 25 Dashboard design and storytelling
- EP 26 Rebuild it in Tableau
- EP 27 London vs Delhi: air pollution vs WHO limit

★ Project 3: London vs Delhi: air pollution vs WHO limit

OpenAQ PM2.5 data · Power BI + Tableau dashboard

WEEK 10

Opens Mon 4 Jan 2027

PYTHON

Python for analysts

Python basics with AI · pandas: clean, group, chart

- EP 28 Python basics, with AI as your helper
- EP 29 pandas: load, filter, clean
- EP 30 pandas: groupby and charts

WEEK 11

Opens Mon 11 Jan 2027

PYTHON

APPLIED STATISTICS

Test it like an analyst

Hypothesis tests · the A/B test method · your fourth project

- EP 31 Hypothesis tests in plain English
- EP 32 The A/B test method
- EP 33 Should the new landing page launch?

★ Project 4: Should the new landing page launch?

A/B test on ~290k users · hypothesis test in Python

WEEK 12

Opens Mon 18 Jan 2027

PORTFOLIO, STORYTELLING & JOB HUNT

Portfolio, CV, job hunt

Churn capstone · Power BI report · portfolio, CV, LinkedIn

- EP 34 Capstone part 1: churn data in SQL + Python
- EP 35 Capstone part 2: the Power BI report
- EP 36 Portfolio, CV, LinkedIn and job hunt

★ Capstone: Why do customers leave?

7k telecom customers · SQL + Python + Power BI report

The projects you'll build

WEEK	PROJECT	DATA	TOOLS	WHAT IT SHOWS EMPLOYERS
Wk 4	Find the customers behind 80% of revenue Project 1	Olist Brazilian e-commerce: about 100k real orders	SQL: CTEs, window functions, RFM scoring	Segmenting customers and finding who drives revenue
Wk 6	KPI dashboard for a real UK retailer Project 2	UCI Online Retail: 500k+ sales rows	Excel: cleaning, XLOOKUP, SUMIFS, pivots, charts	Turning raw sales into a dashboard a manager can use
Wk 9	London vs Delhi: air pollution vs WHO limit Project 3	OpenAQ PM2.5 readings for both cities	Power BI (data model, DAX) and Tableau	Building and telling a story with a dashboard
Wk 11	Should the new landing page launch? Project 4	A/B test results for about 290k users	Python: pandas, hypothesis test, charts	Making a recommendation from an experiment
Wk 12	Why do customers leave? Capstone	About 7k telecom customers	SQL + Python + Power BI report	Running a full analysis end to end

EVERYTHING IS FREE

Tools we use

SQL · MySQL

MySQL Community Server and MySQL Workbench

Excel

Microsoft Excel, or Google Sheets for free

Power BI Desktop

Free download, runs on Windows

Tableau Public

Free, runs on Windows and Mac

Python · Google Colab

Free, runs in your browser, nothing to install

Claude

Your AI helper for drafting code and explaining errors

GET THE FILES

Comment the keyword

Comment **START** for the roadmap, **WEEK1** to **WEEK12** for each week's files, and **CV** for the CV and interview kit. The link arrives in your DMs.

FOLLOW ALONG

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New episodes three times a week from Mon 2 Nov 2026. All datasets and files are in the link in bio.