GUIDEXIA LEARNING

DATA ANALYST

COMPLETE WEEK-BY-WEEK ROADMAP

8-9 Months | 12 Phases | 36 Weeks | SQL + Python + BI + Stats

36	12	250+	8-9	100%
Weeks	Phases	Skills	Months	Free

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This is your definitive, week-by-week Data Analyst roadmap — 12 structured phases across 36 weeks (8-9 months). Starting from spreadsheet basics and analytical thinking, you will progress through statistics, SQL mastery, Python for analysis, Tableau, Power BI, predictive analytics, data pipelines with dbt, business communication, and a complete portfolio that lands you a data analyst role. Every resource listed is 100% free or low-cost.

ROADMAP OVERVIEW — 12 PHASES | 36 WEEKS | 9 MONTHS

#	Phase Title	Timeline	Key Skills
01	Data Thinking & Foundations	Month 1	Excel, Google Sheets, Data Thinking, Power Query
02	Statistics & Probability for Analysts	Month 2	Descriptive Stats, Hypothesis Testing, A/B Testing
03	SQL — The Language of Data	Month 2-3	SQL JOINs, CTEs, Window Functions, BigQuery
04	Python for Data Analysis	Month 3	Pandas, Matplotlib, Seaborn, Plotly, StatsModels
05	Data Visualisation & Storytelling	Month 4	Tableau, Power BI, DAX, Storytelling
06	Data Cleaning & Preparation Mastery	Month 4-5	Data Cleaning, Imputation, Feature Engineering
07	Business Analytics & KPI Design	Month 5	KPIs, Funnels, LTV, Attribution, Financial Analytics
08	Advanced SQL & Database Analytics	Month 6	Advanced SQL, dbt, Snowflake, BigQuery ML
09	Predictive Analytics & ML for Analysts	Month 6-7	Forecasting, ARIMA, Prophet, K-Means, RFM
10	Data Pipelines & Analytics Engineering	Month 7	ETL, dbt, Airflow, Fivetran, Modern Data Stack

11	Communication, Stakeholders & Analytics Strategy	Month 8	Storytelling, Stakeholders, Analytics Strategy
	Portfolio, Projects & Career Launch	Month 9	Portfolio, GitHub, Resume, SQL Interviews

PRE-REQUISITES A laptop, spreadsheet software (Excel/Google Sheets), internet, and 2 hours/day. Zero prior programming or statistics experience needed. All core resources are free.

1

Data Thinking & Foundations

Weeks 1-3 (Month 1)

PHASE 01

Before touching data, you need to think like an analyst. This phase builds analytical thinking, data literacy, and the mindset that separates a real analyst from someone who just runs queries. Every future skill depends on this foundation.

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WEEK Weeks 1-2 — Analytical Mindset & Data Literacy

What is Data Analysis

+ Types of data: quantitative vs qualitative
+ Structured vs unstructured data
+ The data analysis process (5 steps)
+ Business questions vs data questions

Data Lifecycle & Quality

+ Data collection methods
+ Data quality dimensions (completeness, accuracy)
+ Sampling & bias fundamentals
+ Ethics in data: privacy & consent

WEEK Week 3 — Spreadsheet Mastery — Excel & Google Sheets

Excel Core

+ Formulas: SUM, IF, VLOOKUP, INDEX/MATCH
+ Pivot Tables — build & interpret
+ Data validation & named ranges
+ Conditional formatting & charts

Advanced Spreadsheet Skills

+ Power Query for data transformation
+ Dynamic arrays (FILTER, SORT, UNIQUE)
+ Scenario Manager & Goal Seek
+ Dashboard basics in Excel

SKILLS GAINED IN THIS PHASE

Data Types	Data Quality	Sampling	Data Ethics	Excel Formulas
VLOOKUP	INDEX/MATCH	Pivot Tables	Power Query	Dynamic Arrays
Excel Charts	Google Sheets	Data Validation		

Phase Insight:
You think like an analyst, can frame business questions as data problems, and are proficient in Excel/Google Sheets for data work.

2

Statistics & Probability for Analysts

Weeks 4-6 (Month 2)

PHASE 02

Statistics is the grammar of data analysis. Without it, you can describe data but never understand it. This phase gives you the statistical fluency that makes your analysis credible, insightful, and trustworthy.

WEEK Week 4 — Descriptive Statistics

Central Tendency & Spread

+ Mean, median, mode — when to use each
+ Variance & standard deviation
+ Range, IQR & outlier detection
+ Skewness & kurtosis

Distributions

+ Normal distribution & 68-95-99.7 rule
+ Binomial & Poisson distributions
+ Central Limit Theorem
+ Z-scores & standardisation

WEEK Week 5 — Inferential Statistics

Hypothesis Testing

+ Null vs alternative hypothesis
+ Type I & Type II errors
+ t-tests: one-sample, two-sample, paired
+ Chi-square tests for categorical data

Confidence & Correlation

+ Confidence intervals — build & interpret
+ p-values — meaning & misuse
+ Pearson & Spearman correlation
+ Confounding variables

WEEK Week 6 — Probability & A/B Testing

Probability Foundations

+ Probability rules (addition, multiplication)
+ Conditional probability & Bayes
+ Expected value
+ Probability trees

A/B Testing for Analysts

+ Experiment design (control vs treatment)
+ Statistical significance in experiments
+ Sample size calculation
+ Business interpretation of results

SKILLS GAINED IN THIS PHASE

Descriptive Stats	Mean/Median/Mode	Standard Deviation	IQR	Normal Distribution
CLT	Z-scores	Hypothesis Testing	t-test	Chi-square
Confidence Intervals	p-values	Correlation	A/B Testing	Bayes
Expected Value				

Phase Insight:
You can apply descriptive and inferential statistics to real data, run A/B tests, and communicate statistical findings to business stakeholders.

3

SQL — The Language of Data

Weeks 7-10 (Month 2-3)

PHASE 03

SQL is the most-used skill in every data analyst job description worldwide. It is how you talk to databases — and 80% of your working time will involve it. This phase takes you from zero to production-quality SQL.

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WEEK Week 7 — SQL Fundamentals

Core SQL

+ SELECT, FROM, WHERE, ORDER BY
+ LIMIT & OFFSET
+ Comparison & logical operators
+ NULL handling: IS NULL, COALESCE

Aggregations

+ COUNT, SUM, AVG, MIN, MAX
+ GROUP BY & HAVING
+ Filtering aggregated data
+ Aliasing columns & tables

WEEK Week 8 — JOINs & Subqueries

JOIN Types

+ INNER JOIN — most used
+ LEFT / RIGHT / FULL OUTER JOIN
+ CROSS JOIN & SELF JOIN
+ Multi-table JOINs

Subqueries & CTEs

+ Subqueries in SELECT, FROM, WHERE
+ Common Table Expressions (CTEs)
+ Recursive CTEs
+ Choosing CTE vs subquery

WEEK Week 9 — Window Functions & Advanced SQL

Window Functions

+ ROW_NUMBER, RANK, DENSE_RANK
+ LAG & LEAD for time-series
+ FIRST_VALUE & LAST_VALUE
+ PARTITION BY deep dive

Advanced Patterns

+ CASE WHEN for segmentation
+ PIVOT / UNPIVOT data
+ Date/time functions
+ String manipulation functions

WEEK Week 10 — SQL for Analytics & Performance

Analytical SQL Patterns

+ Cohort analysis in SQL
+ Funnel analysis queries
+ Retention rate calculations
+ Year-over-year & period comparison

SQL Performance

+ Query execution plan (EXPLAIN)
+ Index basics for analysts
+ Avoiding common slow query patterns
+ BigQuery / Snowflake dialect differences

SKILLS GAINED IN THIS PHASE

SELECT/WHERE	GROUP BY	HAVING	JOINs	LEFT JOIN
CTEs	Subqueries	Window Functions	ROW_NUMBER	RANK
LAG/LEAD	CASE WHEN	PIVOT	Date Functions	Cohort SQL
Funnel SQL	EXPLAIN	BigQuery	Snowflake	

Phase Insight:
You can write complex, production-quality SQL queries for any analytical task — cohorts, funnels, retention, time-series — on any database platform.

MONTH 03

Focus: Advanced SQL + Python

4

Python for Data Analysis

Weeks 11-14 (Month 3)

PHASE 04

Python supercharges what SQL alone cannot do — automation, complex transformations, statistical modelling, and machine learning prep. This phase focuses on Python as an analyst tool, not a software engineering tool.

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WEEK Week 11 — Python Fundamentals for Analysts

Python Essentials

+ Variables, data types, lists, dicts
+ for loops & list comprehensions
+ Functions & lambda
+ Reading/writing CSV & JSON files

Pandas Core

+ Series & DataFrame creation
+ Reading data: read_csv, read_excel, read_sql
+ Indexing: .loc, .iloc
+ Head, tail, info, describe

Week 12 — Pandas Data Manipulation

Cleaning & Transforming

+ Handling missing values (dropna, fillna)
+ Data type conversion
+ String operations (.str accessor)
+ Apply & map functions

Aggregation & Merging

+ GroupBy + agg()
+ Pivot tables in pandas
+ merge, join & concat
+ Reshaping: melt & pivot

WEEK Week 13 — Python Visualisation

Matplotlib & Seaborn

+ Figure, axes, subplots
+ Bar, line, scatter, histogram
+ Heatmaps & pair plots
+ Customising: titles, labels, colours

Plotly for Interactivity

+ Plotly Express quick charts
+ Interactive bar & scatter
+ Choropleth maps
+ Dash app basics

WEEK Week 14 — Statistical Analysis in Python

SciPy & StatsModels	Automation & Reporting
+ t-tests & ANOVA in Python + Correlation (pearsonr, spearmanr) + Linear regression with statsmodels + Residual analysis	+ Automating reports with pandas + Jupyter Notebook best practices + Parameterised notebooks (Papermill) + Exporting to Excel & PDF

SKILLS GAINED IN THIS PHASE

Python	**Pandas**	**DataFrame**	**read_csv**	**loc/iloc**
dropna	**fillna**	**GroupBy**	**merge**	**melt**
Matplotlib	**Seaborn**	**Plotly**	**Dash**	**SciPy**
StatsModels	**Linear Regression**	**Jupyter**	**Papermill**	**Report Automation**

Phase Insight:
You can load, clean, transform, analyse and visualise any dataset in Python and automate recurring analytical reports.

5

Data Visualisation & Storytelling

Weeks 15-17 (Month 4)

PHASE 05

Data without communication is noise. The best analysts are master storytellers. This phase teaches you to turn numbers into decisions that drive real business action — the skill that gets you promoted.

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WEEK Week 15 — Visualisation Principles

Chart Design Theory

- Choosing the right chart type
- Pre-attentive attributes (colour, size)
- Data-ink ratio (Tufte principles)
- Gestalt principles in data viz

Colour & Typography

- Colour theory for data
- Sequential vs diverging colour scales
- Accessible colour palettes
- Typography hierarchy in reports

WEEK Week 16 — Tableau Desktop

Tableau Core

- Connecting to data sources
- Dimensions vs measures
- Drag-drop chart building
- Filters, parameters & actions

Tableau Advanced

- Calculated fields & LOD expressions
- Table calculations
- Dual-axis charts
- Dashboard design & interactivity

WEEK Week 17 — Power BI

Power BI Core

- Power Query data prep
- Data model & relationships
- DAX basics: SUM, CALCULATE, FILTER
- Building reports & visuals

Power BI Advanced

- Time intelligence (YTD, MoM)
- Row-level security (RLS)
- Publishing to Power BI Service
- Mobile layout & sharing

SKILLS GAINED IN THIS PHASE

Chart Design	Pre-attentive Attributes	Tufte	Colour Theory	Gestalt
Tableau	LOD Expressions	Table Calculations	Dashboard Design	Power BI
Power Query	DAX	CALCULATE	Time Intelligence	RLS
Storytelling				

Phase Insight:
You can build executive-quality dashboards in Tableau and Power BI, apply data storytelling principles, and present insights that drive decisions.

6 Data Cleaning & Preparation Mastery

Weeks 18-20 (Month 4-5)

PHASE 06

In reality, 80% of an analyst's time is spent cleaning data. This is the unglamorous, high-value skill that most courses skip. Mastering it is what makes you 5x faster and more reliable than average analysts.

WEEK Week 18 — Advanced Data Cleaning

Messy Data Patterns

- Duplicate detection & resolution
- Inconsistent formatting (names, dates)
- Outlier detection methods
- Record linkage & deduplication

Missing Data Strategies

- MCAR, MAR, MNAR types of missing
- Imputation: mean, median, mode, KNN
- Forward/backward fill for time-series
- When to drop vs impute

WEEK Week 19 — Data Transformation & Feature Engineering

Transformations

- Normalisation vs standardisation
- Log transformation for skewed data
- Binning continuous variables
- One-hot encoding & label encoding

Feature Engineering

- Date features: day, month, year, weekday
- Rolling averages & lag features
- Interaction features
- Text feature extraction (TF-IDF)

WEEK Week 20 — Data Profiling & Quality Frameworks

Data Profiling

- Row counts, nulls & cardinality checks
- Distribution profiling
- Column-level data contracts
- Great Expectations for validation

Data Governance Basics

- Data dictionary & metadata
- Master data management basics
- GDPR & PII handling in analysis
- Data lineage concepts

SKILLS GAINED IN THIS PHASE

Deduplication	Record Linkage	Outlier Detection	MCAR/MAR/MNAR	Imputation
KNN Imputation	Normalisation	Standardisation	Log Transform	Binning
One-Hot Encoding	Feature Engineering	Rolling Averages	Great Expectations	Data Dictionary
PII Handling	Data Lineage			

Phase Insight:
You can clean any messy real-world dataset, engineer meaningful features, and implement data quality checks at scale.

7

Business Analytics & KPI Design

Weeks 21-23 (Month 5)

PHASE 07

Being technically strong is not enough — you must speak business. This phase teaches you to translate business goals into metrics, design KPI frameworks, and deliver analysis that stakeholders actually act on.

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WEEK Week 21 — KPI Frameworks & Metrics Design

KPI Fundamentals

- Leading vs lagging indicators
- Vanity metrics vs actionable metrics
- OKR framework (Objectives & Key Results)
- North Star Metric concept

Metric Trees & Breakdowns

- Metric decomposition trees
- Revenue = Volume x Price x Mix
- Cohort retention curves
- Churn rate & LTV calculations

WEEK Week 22 — Product & Marketing Analytics

Product Analytics

- Funnel analysis (TOFU, MOFU, BOFU)
- Activation & engagement metrics
- DAU/MAU & stickiness ratio
- Feature adoption analysis

Marketing Analytics

- Campaign attribution models (last-click, multi-touch)
- CAC, LTV & LTV:CAC ratio
- Email & conversion funnel analysis
- UTM tracking & web analytics

WEEK Week 23 — Financial & Operational Analytics

Financial Analytics

- P&L; analysis for analysts
- Gross margin & unit economics
- Budget vs actual variance analysis
- Forecasting basics (moving average)

Operational Analytics

- Supply chain & inventory metrics
- Capacity utilisation analysis
- SLA compliance analysis
- Process mining concepts

SKILLS GAINED IN THIS PHASE

KPI Design	OKR Framework	North Star Metric	Metric Trees	Cohort Retention
Churn Rate	LTV	CAC	Funnel Analysis	DAU/MAU
Attribution Models	UTM Tracking	P&L; Analysis	Unit Economics	Variance Analysis
Forecasting	SLA Analysis			

Phase Insight:
You can design complete KPI frameworks, build product/marketing/financial analysis, and communicate metrics that drive business decisions.

Advanced SQL & Database Analytics

Weeks 24-25 (Month 6)

PHASE 08

This phase elevates you from someone who writes SQL to someone who architects analytical solutions in SQL. Advanced techniques used by senior analysts at top tech companies.

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WEEK Week 24 — Advanced Analytical SQL

Complex Analytical Patterns

+ Session analysis with window functions
+ Customer journey mapping in SQL
+ Percentile & distribution queries
+ Multi-touch attribution in SQL

Time-Series SQL

+ Date spine generation
+ Week-over-week / month-over-month
+ Running totals & moving averages
+ Gap & island problems

WEEK Week 25 — Cloud Data Warehouses

BigQuery Deep Dive

+ BigQuery SQL dialect & best practices
+ Partitioned & clustered tables
+ BigQuery cost optimisation
+ BigQuery ML basics

Snowflake & dbt

+ Snowflake architecture & virtual warehouses
+ dbt project setup & models
+ dbt tests & documentation
+ Data transformation best practices

SKILLS GAINED IN THIS PHASE

Session Analysis	Attribution SQL	Percentile Queries	Date Spine	Running Totals
Moving Averages	Gap & Island	BigQuery	Partitioned Tables	BigQuery ML
Snowflake	Virtual Warehouses	dbt Models	dbt Tests	dbt Docs

Phase Insight:
You can solve complex analytical SQL problems and build dbt-powered data transformation pipelines on BigQuery or Snowflake.

9

Predictive Analytics & ML for Analysts

Weeks 26-28 (Month 6-7)

PHASE 09

Modern data analysts are expected to do more than describe the past — they predict the future. This phase teaches applied machine learning for analysts: forecasting, segmentation, and churn prediction without a data science degree.

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WEEK Week 26 — Predictive Modelling Basics

Regression for Forecasting

+ Simple & multiple linear regression
+ Interpreting coefficients & R-squared
+ Polynomial regression for non-linear
+ Train/test split & validation

Classification for Business

+ Logistic regression for churn
+ Decision trees — intuition & use
+ Model evaluation: precision, recall, AUC
+ Feature importance

WEEK Week 27 — Forecasting & Time-Series

Time-Series Analysis

+ Trend, seasonality & residuals
+ Moving average & exponential smoothing
+ ARIMA basics
+ Prophet for business forecasting

Practical Forecasting

+ Demand forecasting
+ Revenue projection models
+ Forecast accuracy (MAPE, RMSE)
+ Scenario & sensitivity analysis

WEEK Week 28 — Clustering & Segmentation

Customer Segmentation

+ K-Means clustering for segments
+ RFM (Recency, Frequency, Monetary) analysis
+ Elbow method & silhouette score
+ Interpreting & naming segments

Tools & Deployment

+ Scikit-learn for analysts
+ Streamlit for sharing ML results
+ AutoML tools (BigQuery ML, DataRobot)
+ When to involve a data scientist

SKILLS GAINED IN THIS PHASE

Linear Regression	Logistic Regression	Decision Trees	Train/Test Split	Precision/Recall
AUC	Feature Importance	ARIMA	Prophet	MAPE
RMSE	K-Means	RFM Analysis	Silhouette Score	Scikit-learn
Streamlit	AutoML	BigQuery ML		

Phase Insight:
You can build forecasting models, customer segmentation, and churn prediction models and share results through Streamlit apps.

10

Data Pipelines & Analytics Engineering

Weeks 29-31 (Month 7)

PHASE 10

The modern data analyst increasingly owns parts of the data pipeline. Analytics engineering — the bridge between data engineering and analysis — is the hottest emerging skill. This phase gives you that edge.

DATA ANALYST PATH

WEEK Week 29 — ETL & Data Pipeline Basics

ETL Fundamentals

- Extract: APIs, databases, files, scrapers
- Transform: cleaning, joining, aggregating
- Load: warehouses vs data marts
- Batch vs streaming pipelines

Python ETL Automation

- Requests library for API extraction
- SQLAlchemy for database connections
- Scheduling with schedule or APScheduler
- Error handling & logging in pipelines

WEEK Week 30 — dbt for Analytics Engineering

dbt Deep Dive

- dbt project structure & models
- Staging, intermediate, mart layers
- dbt Jinja templating & macros
- Incremental models

dbt Quality & Docs

- dbt tests: not_null, unique, accepted_values
- Schema YAML documentation
- dbt Docs site generation
- CI/CD for dbt models

WEEK Week 31 — Orchestration & Modern Data Stack

Pipeline Orchestration

- Apache Airflow basics (DAGs, operators)
- Prefect as modern alternative
- Scheduling & dependency management
- Monitoring & alerting for pipelines

Modern Data Stack

- Fivetran for data ingestion
- Airbyte open-source alternative
- Reverse ETL (Census, Hightouch)
- Data stack architecture overview

SKILLS GAINED IN THIS PHASE

ETL	API Extraction	SQLAlchemy	Scheduling	dbt
Staging Models	Mart Layer	Jinja	Incremental Models	dbt Tests
dbt Docs	Airflow	DAGs	Prefect	Fivetran
Airbyte	Reverse ETL	Modern Data Stack		

Phase Insight:
You can build, schedule, and monitor data pipelines using dbt and Airflow, and confidently discuss modern data stack architecture.

11

Communication, Stakeholders & Analytics Strategy

Weeks 32-34 (Month 8)

PHASE 11

The highest-paid analysts are not the best at SQL — they are the best at driving decisions. This phase develops the soft skills, presentation techniques, and strategic thinking that turn good analysts into indispensable business partners.

WEEK Week 32 — Data Storytelling & Presentations

Structured Insight Communication

- Pyramid Principle for data communication
- Executive one-pager format
- The SCR framework (Situation-Complication-Resolution)
- Leading with the insight, not the process

Presentation Design

- Slide design for data analysts
- Annotation & highlighting key numbers
- Avoiding chartjunk
- Google Slides & PowerPoint for analysts

WEEK Week 33 — Stakeholder Management

Working with Business Partners

- Translating vague requests into clear questions
- Managing analysis scope creep
- How to push back on bad data requests
- Setting expectations & timelines

Analytics Requirement Docs

- Writing analysis briefs
- Documenting assumptions & caveats
- Peer review for analysis quality
- Building a self-serve culture

WEEK Week 34 — Analytics Strategy & Self-Service

Analytics Strategy

- Prioritisation frameworks (ICE, RICE)
- Building a data-driven culture
- Analyst maturity model
- OKR tracking with data

Self-Service Analytics

- Designing for non-technical users
- Training stakeholders on
- dashboards Governed self-service in Tableau/PBI
- Reducing analyst bottlenecks

SKILLS GAINED IN THIS PHASE

Pyramid Principle	SCR Framework	Executive One-Pager	Data Storytelling	Slide Design
Stakeholder Management	Scope Management	Analysis Brief	ICE/RICE Framework	Analytics Strategy
Self-Service Analytics	Data Culture	OKR Tracking		

Phase Insight:
You can communicate insights to executives, manage stakeholder relationships, and design self-service analytics systems that reduce bottlenecks.

12

Portfolio, Projects & Career Launch

Weeks 35-36 (Month 9)

PHASE 12

Your skills are invisible until showcased. This final phase transforms everything you have built across 35 weeks into a portfolio and career strategy that lands data analyst roles at top companies.

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WEEK Week 35 — Capstone Project & Portfolio

Capstone Analysis

+ End-to-end project: raw data to dashboard
+ SQL + Python + Tableau/Power BI
+ Published GitHub repository with README
+ Medium / LinkedIn case study writeup

Portfolio Assets

+ 4-6 project portfolio on GitHub
+ Kaggle profile with public notebooks
+ Tableau Public or Power BI published dashboards
+ Personal website or Notion portfolio

WEEK Week 36 — Resume, LinkedIn & Interviews

Resume & Branding

+ ATS-optimised data analyst resume
+ LinkedIn: analyst headline + skills
+ section Quantify impact: 'reduced reporting time by 60%'
+ Data analyst portfolio link in resume

Interview Preparation

+ SQL interview practice (DataLemur, Stratascratch)
+ Take-home assignment strategy
+ Product sense & metrics questions
+ Behavioural: STAR with data impact stories

SKILLS GAINED IN THIS PHASE

Capstone Project	GitHub	Kaggle	Tableau Public	Power BI Published
Portfolio Site	Resume	LinkedIn	ATS	SQL Interviews
DataLemur	StrataScratch	Take-Home Assignments	Product Metrics	Behavioural Interviews
Salary Negotiation				

Phase Insight:
You have a complete data analyst portfolio, polished resume, and interview preparation to land data analyst roles at product companies and consultancies.

ANALYST SUCCESS GUIDE & FREE RESOURCE DIRECTORY

SQL Is Your Most Valuable Skill	Spend 30 minutes a day on SQL from Month 2 onwards. Use DataLemur and StrataScratch daily — it will get you hired.
Build a Kaggle Profile From Month 3	Post every analysis project to Kaggle as a public notebook. Kaggle profiles are checked by hiring managers like GitHub is for engineers.
Every Chart Tells a Story	Never show a chart without a title that states the insight ('Revenue is down 12% in Q3'), not just the topic ('Q3 Revenue').
Learn to Ask Better Questions	The best analyst in a room is not the one with the most code — it's the one who asks 'What decision are we trying to make?'
A/B Test Everything You Can	Volunteer to design and analyse experiments. Analysts who understand experimentation earn 30-40% more than those who don't.
Publish Your Work Publicly	LinkedIn posts with data insights, Medium articles, Tableau Public dashboards — analysts who share publicly get recruited passively.
Learn the Business, Not Just the Data	Spend time with marketing, product, and finance teams. Understanding what drives the business makes your analysis 10x more impactful.

FREE RESOURCES USED IN THIS ROADMAP

Resource	URL	Best For
DataLemur	datalemur.com	SQL interview practice — best resource available
StrataScratch	stratascratch.com	Real SQL interview questions from top companies
Kaggle Learn	kaggle.com/learn	Free Python, Pandas, SQL, ML mini-courses
Mode SQL Tutorial	mode.com/sql-tutorial	SQL analytics tutorial with real business data
Tableau Public	public.tableau.com	Free Tableau for building public dashboards
Power BI Desktop	powerbi.microsoft.com	Free Power BI desktop — full featured
StatQuest	youtube: StatQuest	Best statistics explanations on YouTube
Towards Data Science	towardsdatascience.com	Analyst articles, tutorials & career guides
dbt Learn	courses.getdbt.com	Free dbt fundamentals & advanced courses
Google Data Analytics	coursera.org/google-data	Google's 6-cert data analytics programme
Metabase	metabase.com	Free open-source BI tool for practice
Guidexia	www.guidexia.com	Structured roadmaps, mentorship & community

In 9 months, you will turn data into decisions that shape businesses. Begin today.

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