

EMPOWERING GLOBAL TALENT: TRAINING & INTERNSHIP PROGRAM



Shaping Future Innovators in
Data Analytics and Beyond

Welcome to Talent Glider! It is our pleasure to introduce you to our platform, where opportunity meets ambition.

At Talent Glider, our mission is to bridge the gap between talent and opportunity by creating pathways for individuals to unlock their full potential. Our vision is to become a global leader in empowering professionals and students to achieve success through meaningful internships and unparalleled career development.

We believe that professional growth is a journey of continuous learning and experience. Internships and career training are vital stepping stones, enabling individuals to build a solid foundation and excel in their chosen paths. At Talent Glider, we are committed to supporting your aspirations by providing the tools, resources, and connections you need to thrive.

Our focus is on equipping graduates with hands-on experience in tools and technologies, ensuring they are job-ready as they step out of college. Through our expertise, we help candidates and organizations connect for mutual success.

Thank you for trusting us as your partner in success. Together, let's soar to new heights!



Google Data Studio



Google Analytics



Google
Tag Manager



Power BI



WHAT WE OFFER

COMPREHENSIVE TRAINING MODULES:

Gain in-depth knowledge in:

Google Analytics 4 (GA4)

Google Tag Manager (GTM)

Google Data Studio

Structured Query Language (SQL)

Power BI for data visualization and business intelligence

GOOGLE ANALYTICS TRAINING PROGRAM: OUR CAREFULLY DESIGNED LEARNING PATH EQUIPS YOU WITH THE EXPERTISE TO ANALYZE, INTERPRET, AND LEVERAGE DATA USING GOOGLE ANALYTICS, EMPOWERING YOU TO MAKE INFORMED BUSINESS DECISIONS AND DRIVE IMPACTFUL STRATEGIES.

1. Introduction to the Program

- Overview of the Google Analytics ecosystem.
- Key objectives and outcomes of the training program.
- Understanding the importance of data-driven decision-making.

2. Fundamentals of Google Analytics

- Introduction to Google Analytics interface and account setup.
- Key metrics and dimensions: What they are and how to use them.
- Navigating reports: Real-time, audience, acquisition, behavior, and conversion

3. EDA (Exploratory Data Analysis) and Data Visualization

- Explore patterns, trends, and anomalies in data.
- Create compelling dashboards and reports with Google Data Studio.
- Use visualizations to communicate actionable insights effectively.

4. Understanding and Configuring Goals

- Setting up goals to track business KPIs.
- Understanding goal funnels and conversions.
- Customizing and analyzing goal performance.

5. Advanced Segmentation and Filters

- Create and apply custom segments for deeper audience insights.
- Learn to use filters to refine data collection and reporting.
- Analyze segmented data for actionable insights.

6. Attribution Modeling and Marketing Insights

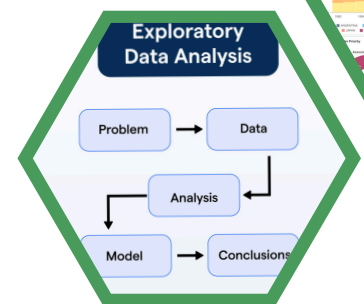
- Understand the basics of attribution modeling.
- Learn how to measure the effectiveness of marketing campaigns.
- Optimize campaigns based on data insights.

7. Problem-Solving with Google Analytics

- Identify and troubleshoot data discrepancies.
- Leverage data insights to solve business challenges.
- Optimize user experience and engagement using analytics data.

8. Industry-Based Projects

- Work on projects to analyze and optimize website performance.
- Create custom reports for actionable business insights.
- Present your findings and recommendations as part of a capstone project.



Visualization and Insights



- 1. Fundamentals of Data Visualization**
- 2. Getting Started with Power BI**
- 3. Essential Charts and Dashboard Basics**
- 4. Principles of Dashboard Design and Calculated Fields**
- 5. Storytelling with Visual Analytics**

- 6. Understanding Descriptive Statistics, Dimensions, and Measures**
- 7. Advanced Dashboard Design Techniques**
- 8. Exploring Unique and Specialized Chart Types**
- 9. Capstone Projects: Practice Applications in Power BI**





WHY CHOOSE TALENT GLIDER'S INTERNSHIP PROGRAM AND WHAT WE BRING TO THE TABLE FOR YOUR CAREER ADVANCEMENT?

- **Practical Projects:** Gain hands-on experience by working on practical projects and case studies, enabling you to apply theoretical knowledge to real-world scenarios.
- **Industry-Relevant Skills:** Learn and practice tools, technologies, and techniques that are in high demand across industries, ensuring you stay ahead of the curve.
- **Focused Career Guidance:** Receive expert advice on crafting your career path, including tips on building a compelling portfolio and showcasing your expertise.
- **Holistic Learning Approach:** Our internships emphasize critical thinking, problem-solving, and effective communication skills, preparing you for diverse professional challenges.
- **Enhanced Credibility:** Add meaningful, results-driven projects to your resume, demonstrating your ability to deliver impactful results in professional settings.

WHAT'S IN IT FOR YOU?

- **Be Job Ready:** Our comprehensive training modules and practical internships ensure you are equipped with the knowledge and hands-on experience to confidently take on industry challenges.
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- **Build a Professional Portfolio:** Work on real-world projects to create a robust portfolio that showcases your expertise and makes you stand out to potential employers.
 - **Earn Recognized Certifications:** Receive industry-recognized certifications upon successful completion of our training and internship programs, validating your skills and achievements.
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- **Enhance Employability Skills:** Develop critical skills like problem-solving, data-driven decision-making, and technical proficiency that boost your confidence and career prospects.



PROGRAM CURRICULUM

Eligibility:

- **Mandatory:** A Bachelor's Degree (in any field) with a minimum of 50% aggregate score.
- **Preferred:** Basic familiarity with analytical tools and an interest in data-driven problem-solving.

Program Duration:

- **Total Duration:** 3 Months
- **Weekly Time Commitment:** 12-14 hours of flexible, guided learning and hands-on practice.

Start Your Journey in Analytics Today!

This program is tailored to fit into your schedule while equipping you with the skills and knowledge to excel in your career.

Program Structure

Onboarding Session

LinkedIn Profile Optimization & Branding

Core Training with Industry Projects

Skill Development Sessions

Certification and Portfolio Review

Program Conclusion and Alumni Networking

COMPREHENSIVE LEARNING SUPPORT FOR YOUR LEARNING JOURNEY



Student Support Team

- Our dedicated student support team is available 7 days a week, to assist you with any queries or challenges.
- You can reach out to us anytime at Varuns@talentglider.com

Expert Feedback

- Receive exceptional guidance from industry experts who will mentor you throughout your learning journey.
- Access personalized feedback on your assignments and projects.
- Benefit from sessions with mentors to discuss career progression and skill development.

Doubt Resolution

- Q&A Forum: Get timely resolution of doubts from both industry professionals and fellow participants.
- Expert-Verified Responses: All responses are reviewed by experts to ensure accurate, quality learning.
- Live Sessions: Participate in regular live sessions where experts will address any concept-related doubts.

FAQS

Q: What is the duration of the program?

A: The program spans 3 months, combining both training and hands-on internship experience.

Q: Will participants receive a certificate upon completion?

A: Yes, participants will receive a certificate for both the training program and the internship, validating their newly acquired skills.

Q: Is the internship paid or unpaid?

A: The internship is unpaid. The focus is on gaining valuable experience and practical exposure to real-world projects.

Q: Will participants receive mentorship during the program?

A: Yes, each participant will receive mentorship throughout the program to guide their learning and help them build their career.

Q: Does the training program have a fee?

A: Yes, there is a minimal fee for the training program, covering the cost of learning materials and resources.

Q: What is the format of the program?

A: The program combines structured training sessions with real-world internship experience, along with mentorship to ensure personalized learning and career development.