



PROGRAM SYLLABUS

The Data Analytics Certificate

Welcome to the Amazon Career Choice Data Analytics Certificate, designed in partnership with NYU Tandon School of Engineering and Pathstream. This fully online, 18-week program allows [Amazon employees](#) to advance into high-paying careers in data analytics, technology, marketing, and business.

With personalized support, hands-on projects, and the flexibility to learn at your own pace, this program is tailored for working professionals seeking to gain in-demand skills and launch new careers in today's data-driven world. Whether you're looking to start fresh or advance in your current role, this program will equip you with the tools and knowledge to succeed.

Program Details:



Program Length:
18 Weeks



Courses:
3 Courses



8-10 hours

Hours/Weeks:
8-10 Hours Weekly



Prerequisites:

- High School diploma / GED equivalent
- English fluency
- Basic computer literacy



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Why this program?

- **Highly Valued Skills.** Business analytics skills are highly valued in nearly every industry. They are extremely sought after and easily transferred.
- **Lead with Confidence.** Make data-driven business decisions with precision, increasing productivity and profit while eliminating guesswork.
- **Earn a Higher Salary.** Dedicated career coaches help you prepare for roles like Data Analyst, Business Analyst, and Marketing Analyst. The median salary in the US is \$84K.
- **Become a Dynamic Asset.** Develop your skills in both data analytics and communicating business insights, two disciplines that add leverage to almost any team.
- **Learn 100% online.** No prior experience is needed, and there are no required class times. Get personalized feedback and support when you need it.

What You'll Learn

After completing this 18-week program, you'll be ready to:

- Wrangle data for analysis
- Create data visualizations and dashboards to communicate analytic insights
- Apply foundational SQL skills to summarize and describe the contents of relational databases
- Communicate business analysis insights to stakeholders



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Learning Experience

- **No required class times.** Complete lessons throughout the week at times that work for you. Keep up with deadlines to stay on track and complete the program in 18 weeks.
- **Real-world projects.** Gain practical experience by completing real business projects through an interactive online platform. Get personalized feedback and one-on-one support from instructors to enhance your learning.
- **Hands-on software practice.** Use cutting-edge business analytics tools like Google Sheets, Tableau, SQL, and Google Analytics directly in the platform—no need for additional software downloads.
- **Career-ready skills.** Explore the work real data analysts do and apply those skills to your own career. Learn how to use data-driven insights to make business decisions.
- **Personalized career coaching.** Access individualized career coaching to help you update your resume, improve your LinkedIn profile, practice interviews, and connect with recruiters and hiring partners.

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Course Overview:

Course 1 - Business Analytics Fundamentals

In this course, you'll learn about business analytics. You'll start to run analyses to discover patterns within data and develop data visualizations. You'll also practice using spreadsheet software to find new insights.

Learning outcomes

- Wrangle data using sorting and filtering, such as pivot tables, and implement absolute and relative references.
- Develop data visualizations, including line charts, scatter charts, combination charts, and histograms.
- Apply exploratory data analysis (EDA) to investigate data and discover patterns, check assumptions, and summarize the values within your data using visual representations.
- Communicate recommendations and analysis insights to business stakeholders using Google Sheets & Google Slides.



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Course 2 - Data Visualization with Tableau

In this course, you'll learn to visualize data using cutting-edge software called Tableau.

Learning outcomes

- Learn to visualize data to communicate business insights.
- Use Tableau software's Worksheet interface to classify, edit, and review data.
- Apply design principles to develop compelling data visualizations.
- Create Tableau dashboards to visualize multiple charts within a single page.
- Build a Tableau Story using interactive dashboards to report insights to business stakeholders.

Course 3 - SQL for Analytics

In this course, you will dive into the core of SQL and database management. This condensed course emphasizes practical SQL applications, guiding you through the intricacies of database operations using MySQL Workbench. From the fundamentals of databases and SQL to more advanced data manipulation and querying techniques, you'll develop the skills to craft insightful analyses from complex data landscapes.

Learning outcomes

- Understand the fundamental concepts of databases, including their role and structure in data analytics.
- Utilize SQL to conduct basic to intermediate data queries.
- Use Data Manipulation Language (DML) to extract, organize, and analyze data, revealing actionable insights.
- Explore complex SQL operations like subquerying and aggregation.



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**Optional Course*

Course 4 - Marketing Analytics & Performance Optimization

This course equips you with the skills to analyze marketing results, understand conversion drivers, and optimize efforts using data and A/B testing.

Learning outcomes

- Explain how to calculate key marketing metrics and understand their significance to determine strategic marketing optimization decisions.
- Describe how to A/B test various elements of marketing efforts to increase conversion rates.
- Understand the benefits of using Google Analytics to optimize a website, track behavior, and improve the customer experience.



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Frequently Asked Questions:

What are the eligibility requirements?

You are eligible if you've been an Amazon employee for 90 continuous days by February 11, 2025, working in any hourly L1-L4 blue badge role. This includes FC, CS, corporate, AWS, Amazon Fresh, and other eligible subsidiaries.

How do I enroll in the Data Analytics Certificate?

Submit your [application form](#); if eligible, you'll receive further instructions via email!

What kinds of jobs will this certificate prepare me for?

Over one million job postings for data and business analyst roles were posted in the last 12 months. This year, the world is expected to produce 50 times more data than in the last decade combined.

Companies of all sizes need analysts to help them make sense of this flood of new information. According to the Bureau of Labor Statistics, demand for Tableau skills is expected to grow by over 30% in the next ten years. Even roles like project and customer success managers also increasingly need analytical skills to make data-driven decisions utilizing industry standards like Tableau and SQL. Common analyst roles that our alumni have successfully entered:



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- Data Analyst
- Business Analyst
- Junior Analyst
- Marketing Analyst
- Financial Analyst
- Operations Analyst
- Sales Analyst
- Healthcare Data Analyst
- Retail Analyst
- HR Analyst

Can I work full-time while enrolled in this program?

Yes, the entire course experience is online and can be completed on your own schedule as long as you work towards the deadlines set in each course. There are no set times or classes when you need to log in. Our courses are designed for working professionals, students, and parents!

What's the schedule?

The program will run from February 11 to June 16, 2025. It consists of three required courses, each open for six weeks. You should expect to spend 8-10 hours per week completing your coursework.

The program is flexibly paced, meaning you can move as quickly or slowly as you'd like through each course as long as you complete all sections and projects during the 6-week course period. We provide a suggested course schedule to help you pace yourself through each course. The program will consist of 18 total weeks of coursework + the optional marketing course.

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What prerequisites do I need?

Before taking this program, students must have a high school degree or equivalent (GED), basic computer literacy skills, and English fluency. No prior experience in the data analytics field is required.

What is Pathstream?

Pathstream is a provider of digital skills training based in Silicon Valley. We partner with leading tech companies and universities to develop programs that prepare people for in-demand jobs.

How do I contact Pathstream?

If you have questions about the program or need help enrolling, you can contact an enrollment advisor by phone at (619) 514-2091 or by emailing amazon_questions@pathstream.com.

What kinds of career support will I receive?

You will work individually with a career coach who will help you update your resume and LinkedIn profile to feature your new skills and past work experiences. They will help you identify exciting jobs to apply to and get ready for interviews. Pathstream's Career Services team will also introduce you to recruiters and hiring partners who are looking to hire people with your skills.



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Alumni Success Stories:

Carlos Rodriguez: From Warehouse Worker to Data Analyst with a \$40K Salary Increase

Carlos Rodriguez left behind his career as a Senior Production Engineer in Venezuela and joined Amazon's logistics team to support his family. Through Amazon's Career Choice program, he enrolled in Pathstream's Tableau Data Analytics Certificate. Despite working full-time and caring for a newborn, Carlos leveraged Pathstream's flexible online format and career support to gain in-demand data skills. After completing the program, Carlos secured a Marketing & Sales Data Analyst role at Engie North America, with a \$40K salary increase. He credits Pathstream's hands-on projects, career coaching, and job readiness support for his success.

Oscar's Career Change: From Process Assistant to Data Analyst

After moving to the U.S., Oscar began as a Process Assistant at Amazon, but his passion for data analytics led him to Pathstream's Tableau Data Analytics program. Despite balancing full-time work, he developed key skills in SQL and Tableau, which helped him land a Data Analyst role at PNC Bank. Now, Oscar uses his data skills daily and credits Pathstream's flexible online program and career coaching for his successful transition into the field.



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Soaring to Success: Alicia's Journey from Process Assistant to Area Manager

Alicia Moreno began as a Process Assistant at Amazon, managing operations and ensuring timely deliveries. After enrolling in Pathstream's Data Analytics program, she gained crucial Excel, SQL, and Tableau skills. These tools helped her optimize performance tracking, and she applied her new data skills to improve team efficiency. With the support of Pathstream's coaches, Alicia was promoted to Area Manager, where she now leads larger teams and aspires to grow into a senior leadership role at Amazon.

From Learning Ambassador to TOM Team: Dayna-Joy's Promotion

Dayna-Joy Carrougner, with a background in hospitality, transitioned to Amazon as a Learning Ambassador but wanted to advance into a data-focused role. Pathstream's Data Analytics program helped her apply new skills like creating spreadsheets to improve Amazon's processes. With support from her career coach, Dayna-Joy overcame interview challenges and was promoted to the Transportation Associate team, where she now analyzes and manages cargo logistics. Her goal is to grow further within Amazon's TOM team, leveraging her new data skills.