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Explore the world of data analytics, a multifaceted discipline involving coding, software tools, and math that simplifies raw data into actionable insights. Understand its vital role across various sectors including business, finance, healthcare, and research institutions in the UK, and learn about the benefits of becoming certified in data analytics.

Key Insights

Data analytics is a crucial field that translates raw data into comprehensible insights, influencing decision-making processes in sectors like business, politics, and healthcare.

Certification in data analytics can provide access to more fulfilling senior roles and demonstrates advanced skills, leading to higher earnings and lower unemployment rates.

Becoming certified in data analytics involves proving your knowledge in an industry-approved exam. The key areas of knowledge include coding, software skills, finance, marketing, and machine learning.

Coding, particularly using languages like Python and SQL, is a vital component of data analytics, allowing for efficient organization and visualization of data.

Software tools like Google Analytics, Tableau, and Excel streamline data analytics tasks by providing preset systems for data collection, storage, and visualization.

Data analytics skills are now being utilized in various foundational industries in London, including healthcare, finance, and fashion.

Learn more below ▼



Data Analytics Topics



Excel is more than just a tool for creating databases. It can also be used to analyze data. Excel can organize data using filters, sorting, and conditional formatting. Charts, pivot tables, and



SQL st
analyz



What is Data Analytics?

These days, data is a part of everything people do, from banking to health records to funneling traffic toward a website. Modern advancements in technology have made it so easy to collect information that it's estimated humans produce over 2.5 quintillion bytes of data per day. While data has the potential to be incredibly useful, these massive quantities can be disconcerting for organizations to decipher. Data analytics simplifies this process by distilling raw data into insights that are easy to understand and act on. To accomplish this, data professionals draw upon a multifaceted skill set involving software tools, coding, and math.

Their insights are known for not only influencing but clarifying decision-making processes for businesses and organizations all over the UK. For instance, many businesses depend on data analytics to figure out how to deliver a better customer experience. Similarly, financial investors rely on data analytics to predict market trends, and research institutions use data charts to recount their discoveries to the public.

These are only a few of the thousands of ways these skills are now being utilized. In all industries,

people with different needs are turning to data analytics to enhance productivity, solve puzzles, and improve outcomes.

Why Become Certified in Data Analytics?

As one of the most powerful and versatile tools today's world has to offer, data analytics is a key decision influencer in politics, business, and even medicine. Consequently, learning data analytics is a great way to play a part in something bigger and can even be the start of a satisfying career in an industry you care about.

You may be able to land an entry-level data analytics job before becoming certified. However, certification is a critical step for anyone who wants access to more fulfilling senior roles because it enables you to stand out to employers by demonstrating advanced skills. In addition, statistics indicate that [certified professionals earn more](#) and have lower unemployment rates, leading to less work stress.

What You'll Learn While Becoming Data Analytics Certified

Before receiving a certification, you'll be expected to prove your knowledge during an industry-approved exam. You can choose from a variety of different data analytics certification exams, which may challenge your understanding of data analytics overall or focus on a narrower topic, such as [Excel](#). As you study for your exam, you'll become practiced at data visualization, using data software, coding, marketing, machine learning, and finance.

Coding

[Coding](#) is a multipurpose skill that adds productivity at all phases of the data analytics process. While programming is most effective when used in tandem with other data tools, you can perform any data analytics task—from organizing to data visualization—with just code. Moreover, coding can save time and facilitate smooth operations by automating repetitive steps.

Coding has evolved to include more than a thousand unique programming languages. However, [Python](#) (or R) is the cream of the crop for data professionals as it enables them to mingle

multiple data types as they predict trends, create charts, and develop algorithms. While learning

coding in a data analytics course, you'll likely work with additional coding languages. For instance, many courses offer training in the industry's top coding language for querying databases: [SQL](#).

Software Skills

Although you can accomplish just about any data analytics task through coding, software streamlines the process even more. While you'd need to build out a system from scratch when coding, software tools provide preset systems for collecting, storing, and visualizing data. For best results, professionals combine a variety of software tools, including [Google Analytics](#), MatLab, Project Jupyter, [Tableau](#), Excel, and Microsoft [Power BI](#).

Data Visualization

Before data analysis can influence major decisions at the government or corporate level, you need a way to share your insights with stakeholders. Data visualization fulfills this role by adapting the insights into dynamic graphics that don't require any expertise to understand. These visual graphs and charts are easy to insert into presentations, web pages, and research articles (wherever you need to bridge the gap between data and people).

Data visualizations can be created with software like Tableau and Excel or produced with Python libraries such as Dash and Plotly. These hard skills are also supplemented with soft skills like exploratory data analysis, which enables analysts to detect trends along with factors that might cloud their analysis.

Finance

In the process of learning how to use tools such as Excel, you'll become adept at performing financial modeling on numerical data. You'll also practice solving math equations and learn how you can use financial data to make smarter decisions with money. With these skills, you'll have the ingredients to start building a career in finance or data.

Marketing

If you choose a training course designed for future marketing and business professionals, you'll

have the opportunity to explore how advertising and data intersect. In particular, you'll learn how to manage market research and leverage analytics for greater profit. Additionally, you may explore people-oriented skills, like how consumers respond to advertising, as well as leadership skills, such as project management.

Machine Learning

Automating aspects of the data analytics process is essential to making what would otherwise be an overwhelming task manageable. Machine learning allows you to automate tasks by building algorithms and computer programs that learn from data. In addition to creating and training these artificial intelligence programs with tools in the Python sci-kit-learn library, machine learning also involves evaluating their performance.

Data Analytics Industries in London

As competition makes efficiency more essential to running a successful business, data analytics has become one of the most useful skills to keep your team shrewd and organized. It's hardly surprising that you can now find data professionals working in each of London's foundational industries, from healthcare and finance to fashion.

Finance

The United Kingdom exports more financial services than any other country in the world and owes much of its success to London, which furnished over £173.6 billion in financial services in 2021. Supporting more than 400,000 finance workers in 2022, the finance industry is responsible for almost 7% of all jobs in London. The city's four biggest financial employers include Deloitte, Ernst and Young (EY), KPMG and PricewaterhouseCoopers (PwC). However, London's dedicated financial district also has hundreds of additional banks, financial firms, and insurance companies that need data specialists.

Health

On its own, the National Health Service (NHS) employs more than 1.5 million people, earning it a place among the world's top five biggest workforces. Many of these professionals are [data analysts](#) who help manage patient health records, pharmaceutical data, and lab results. In

addition to working for the NHS, however, data analysts are also employed at hundreds of private healthcare companies like BMI Healthcare and Ramsay Health Care UK, where they're able to make a difference in the lives of everyday people.

Retail and Clothing

London has a rich and diverse retail sector that's growing steadily by roughly 3.7% each year. In it, you'll find more than 300,000 retail companies, including convenience stores, household markets, service businesses, and ecommerce storefronts that all look to data analytics to keep track of inventory, budget, and forecast trends. In addition to providing work for over 3 million people (more than 8% of all workers in the United Kingdom), the retail industry contributes a significant amount to London's GDP.

After food, buyers in London spend the most money on clothing, making fashion a particularly essential facet of the local economy. In addition to hosting headquarters for plenty of fast fashion brands like Primark, Zara, and H&M, London also has a thriving slow fashion industry. The city is one of a unique few that has a specialized fashion district supported by a niche of workers dedicated to producing costumes for theater.

Data Analytics Careers in London

While data professionals remain in relatively short supply throughout the UK, analytics is now such an essential aspect of so many industries that most companies are prepared to shell out funds for this competitive skill set. In contrast to most occupations, which earn roughly £44,000 annually in London, local [Data Analysts](#) earn between £36,000 and £59,000 depending on their experience. However, the majority of data roles earn even more, and luckily, Londoners have plenty of [high-earning specializations](#) to explore.

The most vied-for roles include the following:

- [Business Analysts](#) and [Marketing Analysts](#) assist companies by providing insights into trends, customer behavior, and business problems. Most local [Marketing Analysts](#) earn between £41,000 and £68,000, while [Business Analysts](#) earn between £42,000 and £80,000.
- [Financial Analysts](#) aim to clarify financial decision-making for both businesses and everyday

people who want to make smarter investments and fewer money mistakes. In London, the majority of these professionals earn between £42,000 and £82,000.

- [Machine Learning Engineers](#) generate algorithms and artificial intelligence programs that can automate data-related tasks. In exchange for even more skills, London-based [Machine Learning Engineers](#) can expect to bring home between £52,000 and £124,000.
- [Database Administrators](#) maintain large data storage vaults called databases, reaping between £36,000 and £76,000 for their services.
- [Data Engineers](#) create the computer programs and databases used to perform data analytics. In exchange for this multifaceted skill set, London's incomes range between £46,000 and £84,000.
- [Data Scientists](#) transform raw data into actionable insights that inform client decisions. On top of their data analytics skill set, these virtuosos also have expert knowledge of data engineering and coding, which merits even higher salaries. On average, most incomes of [Data](#)

[Top Courses](#)[Top Schools](#)[Corporate](#)[Training Map](#)[About Data Analytics](#)

Should You Pursue a Certificate or Certification

If you only recently discovered that the terms “certificate” and “certification” aren’t interchangeable in the data analytics industry, you’re not alone. Most people only realize that these two awards have different functions when they start reading up on programs they might want to attend. To figure out which one is the best fit for your career, examine their differences in light of your professional needs.

Certificates are commemorative awards similar to diplomas and are obtainable through most training courses upon completion. Despite being sharable on LinkedIn, certificates don’t typically boost your odds of getting better jobs because they don’t supply any qualitative measure of your skills to employers. Instead, certificates are more of a byproduct of the training you receive.

Only available through industry-approved organizations (like Microsoft), certifications are harder to obtain and require you to pass a proctored skills exam. These exams qualitatively gauge your data analytics skills and open doors to promotions, pay raises, and more fulfilling job

opportunities. That said, because certifications don’t come with preliminary training, you may

need to prepare for your test by participating in a certificate-granting class. If you already have a fair amount of data analytics experience, however, you might only need to learn a few skills in a [short data analytics course](#).

Top Data Analytics Certificate Programs in London

With so many coding languages, software tools, and other skills to master, learning data analytics can feel intimidating. Fortunately, there are dozens of data analytics courses in London that are taught by experts who can both offer one-on-one support and provide you with practical training. These comprehensive courses often include additional perks, such as career support, resume feedback, and networking opportunities. Because data analytics is such a popular subject in London, you can choose between comprehensive data analytics and data science courses and shorter courses covering only one skill, such as Python or Excel. In addition to classic in-person courses, you can also benefit from remote classes like Noble Desktop's Data Analytics Certificate, which offers comprehensive training online.

Noble Desktop, Data Analytics Certificate

If the thought of missing out on experience-building opportunities is the only thing stopping you from joining an online course, you can exchange your FoMO for a Data Analytics Certificate from Noble Desktop. Their live online course prioritizes experiential learning with hands-on projects, live classes, and plenty of skills practice formulated to prepare you for a prosperous data analytics career. While learning from the safety of home, you'll be able to chat with peers and ask your instructor questions in real-time.

As you engage with real-world case studies, you'll grow confident in using various tools to accumulate, analyze, wrangle, and visually represent data. For instance, you'll practice working with regression models to predict trends and improve business outcomes with prescriptive tools such as Solver and Scenario Manager. In addition to becoming an expert at wielding programming tools like SQL and Python, you'll learn the ropes of the industry's favorite software tools, including both Tableau and Excel.

Thanks to a bounty of additional resources, you'll grow just as much outside of class as you do

while participating in classroom discussions. You'll always be able to call on your expert mentor for one-on-one career advice and help with difficult classwork. Additionally, Noble Desktop's bonafide career support services will be there to help you add shine to your resume, plan your job search, and even practice interview skills.

Imperial College Business School, Professional Certificate in Data Analytics

Are you hoping to advance your career in business analytics without needing to quit your current job? Through the Imperial College Business School's part-time program, you can earn a Professional Certificate in Data Analytics during your off time. In a convenient online format, you'll learn from experts who will help you develop the skills to analyze, manipulate, visualize, and clean data at a professional level.

To help skills sink in, you'll be immersed in data analytics through a combination of different learning methods, including pre-recorded video seminars, practical assignments, and one-on-one instructor sessions. As you learn how to forecast trends, generate large graphs, and provide strategic insights, you'll also accumulate material to fill out your portfolio, making you a star job candidate.

General Assembly, Data Science Immersive Bootcamp

If you're determined to pursue the sophisticated skill set required of professional Data Scientists, General Assembly's Data Science Immersive Bootcamp will teach you both data analytics and data engineering. Guided by the school's science-based approach, you'll work with a variety of data experts to learn skills such as statistical modeling, Python, machine learning, and ChatGPT. This hands-on skills training will also be supplemented by plenty of theory discussions and guest seminars that will provide opportunities for you to ask questions about life in the data industry.

To prime you for A+ success, the course comes with 12 hours of pre-class prep tutorials to help level the playing ground between beginners and more experienced students. After solidifying your theoretical foundation, you'll apply your knowledge in predictive modeling assignments that

explore real-world issues. By the time you complete your machine learning capstone project,

you'll have a professional portfolio full of commanding data visualizations.

London School of Economics and Political Science, Data Analysis for Management

Are you a business professional who's interested in adding data analysis skills to your resume without switching careers? The London School of Economics and Political Science has a beginner-friendly Data Analysis for Management course that will train you to make data-driven decisions using one of the industry's most popular software tools: Tableau. Along with this tool, you'll learn skills like evidence-based decision-making, risk evaluation, and how to predict outcomes.

This online course offers a flexible way for busy professionals to level up at work. At your own pace, you'll work your way through a combination of on-demand reading lessons, pre-recorded video content, and real-world case studies, mastering Tableau one day at a time. While you won't have live classes to attend, you'll still have the chance to connect with peers and teachers in real-time via weekly forum discussions. In addition, your comprehension will be tested with quizzes and projects designed to strengthen your skills and build your portfolio.

City University of London, Introduction to Data Analytics and Machine Learning with Python

If you already have a little Python programming experience and want to learn how you can wield Python for machine learning and data analytics, you may enjoy the City University of London's short course on the topic. In a flexible online format, you'll explore Python 3's most popular libraries, including [Jupyter Notebook](#), Matplotlib, NumPy, Pandas, SciPy, and [Scikit-learn](#). With these tools at your fingertips, you'll be able to store, clean, manipulate, and visualize data. In addition, you'll have no trouble performing machine learning tasks, such as training an algorithm.

To give you the most individualized guidance from your expert instructor possible, this class features a small group size. For added convenience, you can choose between several different part-time schedules, from weeknight classes to weekends and summer-only classes.

New Horizons, Microsoft Excel for Office 365 Part 1

If you're nervous about breaking into data analytics, learning Excel is a great place to start, as it will teach you many data analytics principles without any coding. New Horizons offers a selection of beginner-friendly Microsoft Excel courses that make it easy to split your training into doable segments. Starting with Microsoft Excel for Office 365 Part 1, you can learn software basics in a live online classroom that gives you the freedom to ask questions as you learn.

Before you know it, you'll not only be able to find your way around the Excel interface but will be using calculations, functions, printing, and workbooks. These skills will translate easily into Microsoft Excel for Office 365 Part 2, where you can learn more complex skills such as data analytics, data visualization, and PivotTables.

London Academy of IT, Data Science with Python Training Course

Looking to hone your existing Python skills for data science and machine learning? The London Academy of IT offers a part-time Data Science with Python Training Course that's available either in-person at their Broadway, London campus, or live online through Zoom. While beginner-friendly when it comes to data science, this course is best suited for students who are already comfortable with basic Python libraries such as Pandas, Matplotlib, Seaband, and Numpys.

You'll work with a variety of Python libraries and machine learning algorithms to develop predictive models in this course. When it comes to machine learning, you'll learn how to create many different types of algorithms, including logistic regression, random forests, linear regression, and decision trees. By the time you graduate this course, you should have a strong foundation in data science, exploratory data analysis, and machine learning.

Related Classes

If you're interested in Data Analytics, you might also be interested in these topics:

[Data Analytics Classes London >](#)[Data Science Certificates London >](#)[Excel Certificates London >](#)[SQL Certificates London >](#)

[Python Certificates London >](#)[Tableau Certificates London >](#)

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