



WBS CODING
SCHOOL

Data Analytics & AI

10-month program

 100 % online, full-time

 8 months of live lessons

 English or German

 2 months internship

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Why choose Data Analytics & AI?

Our daily lives and the global economy are increasingly driven by data. The field of **Data Analytics & AI** opens up concrete opportunities to actively shape businesses and guide strategic decisions based on hard facts. Instead of abstract research, the focus here is on practical application: analyzing and visualizing data, and translating it into clear, actionable recommendations using modern AI tools. Exactly these skills are in high demand across almost every industry today.

The key resource of the future

Companies use data to spot trends, optimize products, and secure a competitive edge. If you can analyze and clearly interpret data, you have a highly sought-after qualification. With skills in Python, SQL, Tableau, cloud technologies, and AI, you will develop the practical abilities needed to drive data-driven innovation and create measurable value.

Hands-on application

Whether in marketing, retail, logistics, or finance – Data Analytics & AI offer countless applications. You will learn how to evaluate data, build dashboards, run A/B tests, and develop a solid foundation for business decisions. Using cutting-edge tools, you will transform complex datasets into clear, actionable insights.

Future-proof career opportunities

The demand for data analysts is growing rapidly. Roles like Junior Data Analyst, Business Intelligence Analyst, or Marketing Analyst are highly sought-after entry-level positions with attractive salary prospects. Data Analytics & AI opens up career paths across a huge variety of industries—from dynamic start-ups and tech companies to established corporate enterprises.

That's why you belong here!

Personal guidance and **interactive** learning formats

Our teaching approach combines personalized support with dynamic **live group sessions**. An instructor is available every day to assist you, and live lessons keep you actively engaged.

Regular one-on-one meetings give you the opportunity to clarify individual questions directly with your instructors and receive tailored guidance. Additionally, **live workshops** ensure you deepen your understanding and stay connected to the course content.



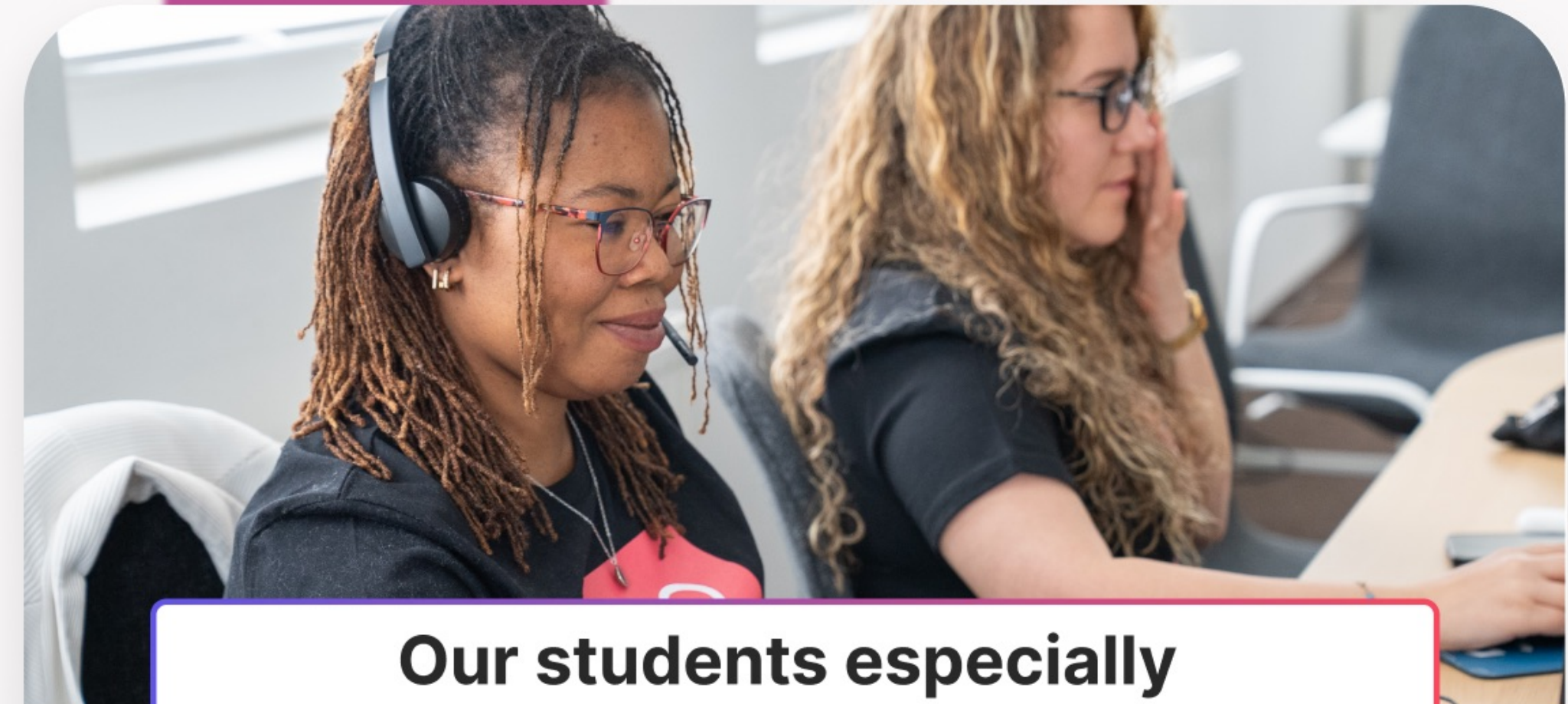
What **can I expect** in the course?

In our course, you'll master the tools and techniques that professionals rely on every day: from data analysis with SQL and Python, to building professional dashboards with Tableau, all the way to integrating modern AI tools and cloud technologies like Azure.

Whether you're a beginner or already have some experience, we'll cover both foundational concepts and advanced techniques, equipping you with the skills needed to excel in a data-driven career.

What makes this course special?

This program stands out due to very comprehensive content in the field of Data Analytics & AI, daily contact with instructors, personalized support, and a focus on hands-on teamwork.



Our students especially benefit from:

- **9 hands-on projects:** A focus on practical projects rather than just theoretical knowledge.
- **3 external certifications:** DP900 Azure Fundamentals, PCEP Python Entry-Level Programmer and Tableau Desktop Foundations – carefully selected and relevant to the industry.
- **Focus on teamwork:** Learning in groups to simulate real-world work environments.



How do I learn in the course?

Project-based learning is at the core of what we do. You'll tackle real-world challenges and solve problems just like in a real company. This includes:

- **Group work** to strengthen teamwork skills
- **Regular lessons and 1:1 support** for individual guidance
- **Quizzes and presentations** to reinforce what's been learned
- Varied tasks to help you build an **impressive portfolio**

Learning methodology

Our goal is to prepare you for your entry into the tech industry with a modern learning approach. That's why we combine **hands-on learning with dedicated personal support**.



You can look forward to instructor-guided exercises, modern learning resources, and our **AI assistant NOVA**, who's available to support you 24/7. Then, we'll use our time together with instructors for what matters most: putting your skills into practice.



Instead of long lectures, you'll join **short, interactive live sessions** where you can get your questions answered and collaborate on projects in a team setting. Our instructors act as personal mentors, offering you tailored feedback and guidance. This dynamic approach ensures you'll be well-prepared for the many challenges of the job market.

Guided practice: Every topic pairs your instructor's live session with hands-on, instructor-guided exercises and regular check-ins, so you apply what you learn straight away.

Learning and collaboration: our digital tools

Learning Management System (LMS)



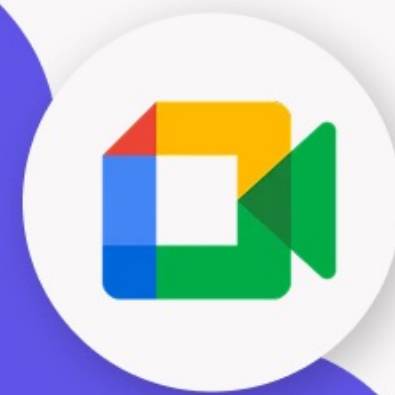
Our intuitive LMS is your go-to platform for all learning materials, assignments, and projects. It keeps you on track and makes managing your studies a breeze. Whether you're working independently or collaborating with your team, our LMS supports your every step.

Slack – your team messenger



Slack is where all the magic happens! It's our central tool for communication and collaboration. Connect with your instructors, ask questions, and get the support you need. Plus, Slack lets you network with fellow participants, share ideas, and work together on exciting projects.

Google Meet – for your video calls



Google Meet is our go-to tool for virtual meetings and video calls. With high-quality video, clear audio, and screen-sharing capabilities, Google Meet makes collaboration easy and keeps you connected with us.

Syllabus

Data foundation (8 Weeks)

 2 Weeks

Mastering the essentials of SQL

In this module, you'll learn the essential SQL fundamentals. Through hands-on exercises, you'll build a solid foundation that we'll expand on later. Reviewing and discussing solutions will ensure you're confident with the basics and well-prepared for the upcoming modules.

 2 Weeks

Data driven business with SQL & Tableau

In this module, you'll apply your SQL knowledge to a business project. Using SQL and Tableau, you'll analyze data and provide recommendations for business growth. You'll present your results and make data-driven suggestions for the best actions to take.

 2 Weeks

Python and Pandas for effective analysis

This module introduces you to Python, an essential programming language. With Pandas, you'll learn how to organize, clean, and analyze data quickly, extracting meaningful insights from unstructured information.

 2 Weeks

Data cleaning & storytelling with Pandas & Seaborn

Here, you'll learn how to clean, visualize, and effectively communicate data. You'll be taught how to prepare data for accurate analysis, visualize complex data clearly, and use storytelling to communicate findings.

Data exploration and Data analytics (8 Weeks)

 2 Weeks

A/B testing

In this module, you'll learn how to design experiments and apply inferential statistical methods to make informed decisions. A/B testing will enable you to test ideas, measure results, and make data-backed changes to optimize products, strategies, and services.

 2 Weeks

Preparation for Python certification

Here, you'll prepare for the PCEP (Python Certified Entry-Level Programmer) certification, which you'll take during the course. This certification is a valuable proof of your Python skills, demonstrating your expertise to potential employers.

 2 Weeks

Advanced data analytics toolkit

In this module, you'll learn how to use data warehouses, spreadsheets, and dashboards to conduct comprehensive internal and external audits. You'll gain practical skills in effectively collecting, analyzing, and presenting data, which are crucial for generating insights and making strategic recommendations.

 2 Weeks

Advanced SQL

In this module, you'll deepen your SQL knowledge and learn how to run complex queries on databases and analyze data efficiently. This will help you gain valuable insights from company data and provide precise recommendations.

Cloud Computing (5 Weeks)

 4 Weeks

Hands-on cloud computing /cloud data skills with certification

In this module, you'll work on a practical project, setting up various databases and pipelines using Azure services. This hands-on experience will prepare you for the Azure certification exam and equip you with the skills to apply your knowledge in real-world Data projects. After completing the project, you'll take the DP-900 exam, further strengthening your cloud expertise and enhancing your competitiveness in the job market.

 1 Week

Data ethics

In the Data Ethics module, you'll learn how to critically evaluate data sources and understand the impact of bias and poor data quality. You'll explore ethical considerations and potential pitfalls in data collection and analysis, enabling you to become a responsible Data Analyst capable of developing fairer, more trustworthy solutions.



Advanced Data Analytics (6 Weeks)

 2 Weeks

Tableau and business intelligence

In this module, you'll learn how to professionally analyze and prep real-world business data using Tableau. You will build interactive dashboards, apply targeted BI techniques to actual business scenarios, and master the art of data storytelling. Through hands-on projects, you'll develop the exact skills that will give you a real competitive edge in your daily work as a Data Analyst.

 2 Weeks

Preparation for the Tableau Desktop Foundations certification

Now you'll dive into intensive preparation for the globally recognized Tableau Desktop Foundations certification. The focus is entirely on hands-on skills: you'll practice cleaning data, creating impactful visualizations, and building as well as optimizing dashboards. By tackling challenging tasks, you'll solidify your knowledge and earn a valuable credential that officially proves your expertise to future employers.

 2 Weeks

AI Workflows

In this module, you'll learn to move beyond simple AI chatbots and treat Large Language Models as processing engines within a structured workflow. You will build automated sentiment analysis pipelines, evaluate local versus cloud models, and translate technical metrics into actionable business recommendations for stakeholders.



Final projects (4 Weeks)

 4 Weeks

Final project

This is where everything you've learned comes together. In this project, you will dive into personal, highly relatable data by analyzing your own Netflix and Spotify usage histories (or an exciting backup dataset if you prefer).

You will take charge of the entire analytical process: from cleaning the data to presenting a standout solution. By transforming everyday streaming habits into insightful visual stories, you'll build a unique portfolio piece that proves your technical skills and sets you apart in the job market.



A portfolio that stands out

By the time you complete your project, you'll have a **portfolio-ready piece** that not only demonstrates your expertise but also prepares you to excel in your internship, job search, and beyond.

Course **technologies**

Azure

Azure is Microsoft's cloud computing platform offering services like storage, virtual machines, AI, and data analytics, enabling scalable applications and solutions.

BigQuery

BigQuery is a serverless, highly scalable data warehouse offered by Google Cloud, enabling fast SQL-based queries on large datasets.

Looker Studio

Looker Studio (formerly Google Data Studio) is a business intelligence tool that transforms data into customizable reports and dashboards for data visualization and analysis.

MySQL

MySQL is an open-source relational database management system used to store, organize, and query structured data using SQL (Structured Query Language).

MySQL Workbench

MySQL Workbench is a visual tool for database design, development, administration, and querying, providing an intuitive interface to interact with MySQL databases.

NoSQL

NoSQL is a category of database systems designed to store and manage unstructured or semi-structured data, offering flexibility, scalability, and performance for various applications.

Pandas

Pandas is a Python library that offers powerful data manipulation and analysis capabilities, especially for working with structured data like DataFrames.

Python

Python is a versatile programming language widely used for data analysis, machine learning, web development, and automation due to its readability and robust libraries.

Sheets

Google Sheets is a cloud-based spreadsheet tool for creating, editing, and collaborating on data, making it easy to perform basic data analysis and calculations.

Tableau

Tableau is a data visualization platform that transforms raw data into interactive and shareable dashboards, providing insights through visual analytics.



Certifications that open doors

Throughout our course, you'll have the opportunity to earn several recognized certifications online, which officially validate your skills.

These external certificates are valuable proof of your technical skills and make you especially attractive to employers.

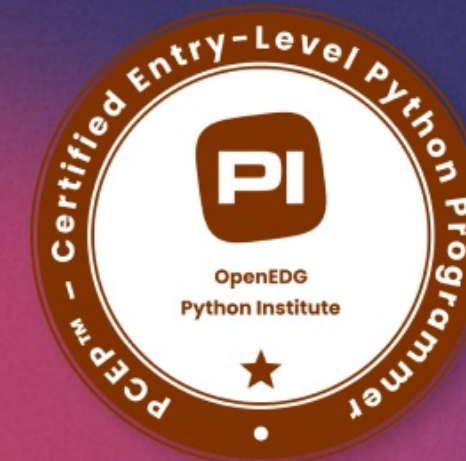
Additionally, you'll receive a completion **certificate from WBS CODING SCHOOL**, confirming your successful participation in the course. Your **personal portfolio** – filled with impressive projects you create during the course – not only shows what you've learned but also demonstrates how you can apply your knowledge in practice.

With these certifications and your portfolio, you'll be perfectly positioned to kick-start your career in the tech industry!



DP-900 Microsoft Azure Data Fundamentals

Your foundation for cloud competence



PCEP Python Entry-Level Programmer

Your entry into the world of programming



Tableau Desktop Foundations

Your proof of expertise in using Tableau Desktop.



Important information about the internship

- The internship is an official part of our AZAV-certified program.
- Participants receiving unemployment or social benefits (e.g. Bürgergeld) will continue to receive support during their internship.
- Any income you earn from the internship must be reported, as it could affect or reduce your government benefits.

Guaranteed internship: your bridge to the real world

An internship is the perfect way to connect theory with practice and gain valuable hands-on experience in the tech world. At WBS CODING SCHOOL, we actively support you in finding the right opportunity—whether through our extensive partner network or personalized guidance. Not only will you develop your practical skills, but you might even lay the foundation for a future full-time position.

- **Comprehensive support in finding an internship:** Our Career Services team provides tailored advice and valuable tips, and you can also leverage our partner network.
- **Guaranteed internship placement:** If you don't secure a position through your own efforts, we guarantee you an unpaid spot at one of our nonprofit partner organizations.
- **Real-world experience:** Apply your knowledge in a real work environment and start building your professional portfolio.

Your tool for success:

free MacBook Air

At WBS CODING SCHOOL, we want to set you up for success – and that starts with the right equipment. As a student in our 10-month **Data Analytics & AI** program, you'll receive a powerful MacBook Air.

What makes this offer so special?

- **It's yours to keep:** The MacBook Air is yours after successfully completing the course.
- **Top-tier technology:** A sleek 13-inch MacBook Air with Retina display and the lightning-fast M4 chip – perfect for tackling challenging projects.
- **Completely free:** No hidden fees or deposits required.
- **Delivered on time:** Your device arrives before the course begins, so you're ready to hit the ground running. However this may vary for students living in rural areas.



Equipped with this high-performance device, you're ready to excel.
Leverage one of the industry's finest tools and begin your journey to success!



Team support: we're here **for you**

At WBS CODING SCHOOL, you're never on your own. Our dedicated team supports you every step of the way.

Admissions team

First, you'll meet our Admissions Team. They'll guide you through the entire application process, answer your questions about course content, financing, and entry options, and help you to achieve your goals.

Operations team

The Operations Team ensures that your course runs smoothly. Whether it's organizational questions, technical challenges, or anything else – our team handles all the details.

Career services

Our Career Services team is here to kickstart your journey into the working world. We'll help you level up your application materials, get you interview-ready, and share valuable tips to ace your job search.

Community team

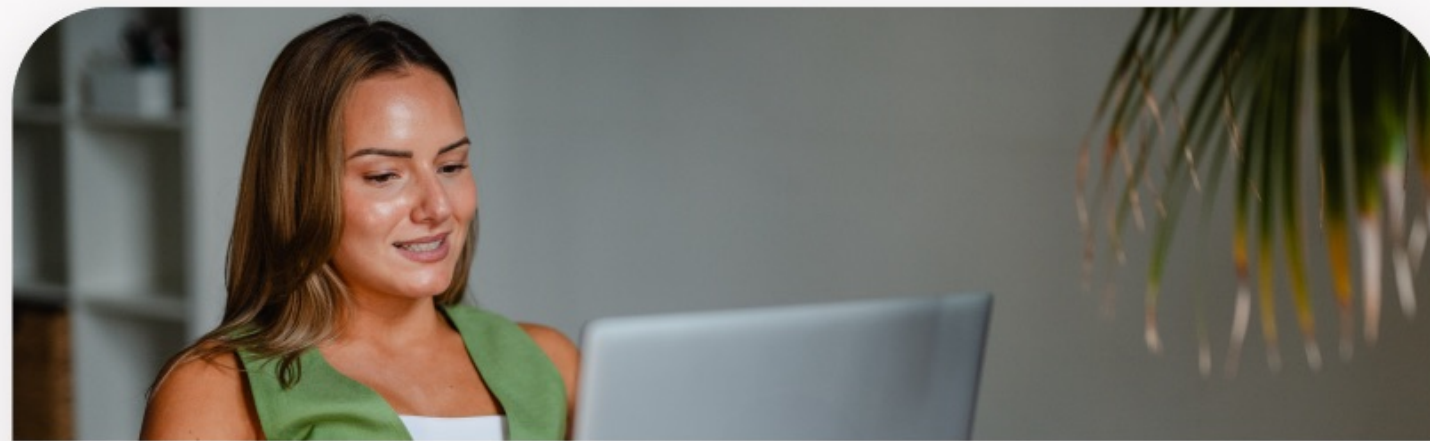
The Community Team makes sure you feel part of our vibrant community, even online. With regular events, networking opportunities, and an active Slack community, we encourage interaction and connection – both during the course and beyond.

Instructors

Our instructors are not only experts in their fields but also passionate educators. They'll be there for you throughout the course, helping you unlock your full potential.

Career support for your **dream job**

We support you on your journey into the tech world: from personalized career advice and our exclusive talent pool to exciting events. Your success is our goal – during the course and beyond!



Career service

Our career service helps you present yourself in the best possible way – not only during your studies but also up to 12 months after graduation! From optimizing your resume to targeted interview preparation, we're here to support you.



Events

Use our events to make valuable connections in the industry. For example, at our Alumni Talk, former students share how their careers have progressed after the course – a perfect opportunity to gain insights and learn from real experiences.



Partners

With strong roots in the Berlin tech scene and close ties to companies and industry experts, we offer you a network that makes it easier to enter the job market. Our partners are always on the lookout for talent and exciting projects – and you can benefit from that!

Job market and prospects

The career prospects in Data Analytics and Artificial Intelligence (AI) are massive. Across almost every industry, companies have realized that simply collecting data isn't enough – it's those who cleverly analyze and strategically leverage data that secure a true competitive edge. Driven by ongoing digitalization and a clear shift toward data-driven decision-making, the demand for well-trained Data Analysts is absolutely skyrocketing.

What this means for you: Thanks to rapidly growing data volumes and innovative technologies, you're not just securing a highly sought-after job in the tech industry – you're building a future-proof and highly versatile career path. According to the latest Future of Jobs Report 2025 by the World Economic Forum, "AI and big data" top the list of the fastest-growing skills across the entire labor market. At the same time, roles like Big Data Specialist rank among the fastest-growing professions worldwide, spanning across all industries.

Source: Future of Jobs Report 2025

86%

of global employers identify AI as the primary driver for their future business transformation.

World Economic Forum



Possible career paths

Data Analyst

 Average of €56,600 per year in Germany

What do you do on the job? Collecting and cleaning data, analyzing datasets, creating reports and dashboards, providing decision-making support, and collaborating with other departments.

Marketing Analyst

 Average of €57,600 per year in Germany

What do you do on the job? Analyze campaign performance and customer behavior, evaluate conversion rates, collaborate closely with marketing teams to optimize campaigns and budgets, and leverage AI tools to evaluate customer feedback and segment your audience.

Data Consultant

 Average of €64,400 per year in Germany

What do you do on the job? Advise clients on how to use their data effectively, build custom dashboards, analyze performance data, and recommend process improvements. You'll work on cross-industry projects, perfectly combining your technical know-how with strong business insight.

Salary range for Data Analysts in Germany

€43,000 - €50,000 per year



€55,000 - €70,000 per year



€70.000 - €80.000 per year



Source: Glassdoor, Kununu

WBS CODING SCHOOL

Your entry into the **tech world**

Since 2019, we've been dedicated to transforming ambitious learners into tech industry professionals. Our online courses in AI, Data, UX/UI, and Web Development are designed to meet the fast-paced demands of today's job market. Guided by expert instructors, students learn by doing – building the confidence to tackle the challenges of a dynamic tech industry.

But we're more than just tech training. We're a community built on inclusivity, empowering the innovators of tomorrow through personalized support, hands-on projects, and a focus on skills that make a real impact. Together, we're shaping a tech industry that's diverse, accessible, and ready for the future.

WBS GRUPPE – our strong roots

As part of the renowned WBS GRUPPE, one of Europe's leading providers of professional development, we benefit from over four decades of experience and an extensive network.



WBS CODING SCHOOL in numbers

40+ years of experience from the WBS GRUPPE

2019 - founded as part of the WBS GRUPPE

2000+ graduates

280+ WBS locations

What our alumni say



"I can confidently say that this bootcamp has equipped me with the technical and problem-solving skills to begin my career in data analytics. Whether one is trying to make a career change or simply looking for a strong foundation in the field, I highly recommend the WBS bootcamp!"



Dana Abu Asi • Data Analytics Graduate

"Embarking on this data analytics journey has been truly transformative. From Basics to Breakthroughs. It empowered me with vital skills, and ignited a passion for uncovering insights through data!"



Helen Limberger • Data Analytics Graduate



Course Report
4.8/5 Stars



Switchup
4.9/5 Stars



Google
4.9/5 Stars



Trustpilot
4.8/5 Stars

Where our alumni work:

accenture

aws

BASF

facebook



Lufthansa



Mercedes-Benz

SHARENOW

TESLA



DB

SAP



zalando

Klarna

Meta



Lieferando

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