



Zenth Smart Learn

**Education
For
The Future**



We are MCA, MSME & IAF ISO 9001 -2015 Certified



OUR STRENGTH

We are MCA,MSME and IAF ISO 9001 Certified organization.

We provide live interactive classes by the industry experts .(not pre-recorded.)

High qualified faculties.

Dedicated support to resolve realtime issue.

Flexible training planner as per your flexibility.

Industry relevant curriculum.

Free Demo class.

Examination cum certification on each and every Course

Hand-on training & practical classes to become more proficient

PROGRAM CURRICULUM

Basic Excel

HTML

Advanced Excel and Google Sheet

VB Macro

Power Query

Power Pvote

SQL

Power BI

Tableau

Python

Digital Marketing

Advance Excel Syllabus

Introduction to Excel
Excel Formula Syntax
Writing Efficient Formulas with Fixed & Relative References
Common Excel Error Types
Formula Auditing: Trace Precedents & Dependents
Formula Auditing: Evaluate Formula & Error Checking (PC Only)
Navigating Excel Worksheets with Ctrl Shortcuts
Saving Time with Function Shortcuts
Creating Drop-Down Menus with Data Validation

Conditional Statements and Logical Operators:-

Anatomy of the IF Statement
Nesting Multiple IF Statements
Adding Conditional AND/OR Operators
Using NOT & "<>" Conditionals
Fixing Errors with IFERROR
Excel Logical Operators

Common Excel Statistical Function:-

Basic Excel Statistical Functions
Extracting Values with SMALL/LARGE & RANK/PERCENTRANK
Randomization with RAND () & RANDBETWEEN
Row-Level Calculation with SUMPRODUCT
Conditional Aggregation with COUNTIFS, SUMIFS & AVERAGEIFS
Building a Basic Dashboard with COUNTIFS & SUMIFS
Counting Duplicates with COUNTIF & SUMPRODUCT
Data Profiling with COUNT & SUMPRODUCT

Lookup & Reference Function:-

Working with Named Ranges
Counting Rows & Columns with ROW/ROWS & COLUMN/COLUMNS
Introduction to VLOOKUP/HLOOKUP
Joining Data with VLOOKUP
Fixing Errors with IFERROR & VLOOKUP
VLOOKUP Reference Array Options
Approximate Match Lookups
Navigating Cell Ranges with INDEX
Matching Text & Values with MATCH
Combining INDEX & MATCH to Dynamically Search Ranges
Combining MATCH & VLOOKUP for More Flexible Lookups
Selecting List Items with CHOOSE
Defining Ranges with OFFSET
Combining OFFSET with COUNTA to Create a Flexible Range
PRO TIP: Using OFFSET to Create Interactive Charts

Text Function:-

Capitalization with UPPER, LOWER, PROPER & TRIM
Combining Text with CONCATENATE (&)
Extracting Strings with LEFT, MID, RIGHT & LEN
Converting Text to Values with TEXT & VALUE
Searching Text String with SEARCH & FIND
Categorizing Data with IF(ISNUMBER(SEARCH))
Combining RIGHT, LEN, and SEARCH
Replacing Text with SUBSTITUTE

Date & Time Functions:-

Understanding Excel Date Syntax with DATEVALUE
Formatting Dates & Filling Date Series
Creating Real-Time Functions with TODAY & NOW
Extracting Time Periods with YEAR, MONTH, DAY, HOUR, MINUTE & SECOND
Calculating the Month Start or End with EOMONTH
Calculating % of Year with YEARFRAC
Defining Time Periods with WEEKDAY, WORKDAY & NETWORKDAYS
Calculating Differences Between Dates with DATEDIF (Legacy Function)
Excel Date & Time Functions

Formula Based Formatting:-

Creating, Editing & Managing Formula-Based Rules
Highlighting Rows Using the MOD Function
Formatting Based on the Value of Another Cell
Formatting Cells Using Stats Functions
Formatting Cells Using Text Functions & Logical Operators
Excel Formula-Based Formatting

Dynamic Array Formulas:-

The SORT Function
The SORTBY Function
The FILTER Function
The UNIQUE Function
Drop-Down Lists with SORT & UNIQUE
Combining SORT, FILTER & UNIQUE
Referencing Spill Ranges in Calculations
Conditional Formatting with Dynamic Arrays
PRO TIP: Creating Charts from Dynamic Arrays
The SEQUENCE Function
Top N Calculations with SEQUENCE & LARGE
The RANDARRAY Function
The FREQUENCY Function
The TRANSPOSE Function

Understanding on Pivot Table:-

Why Pivot Tables?
Structuring Source Data for Analysis in Excel
Creating Your First Pivot Table
IMPORTANT: Add to Data Model
Navigating the Pivot Table Field List
Exploring Pivot Table Analyze & Design Options
Selecting, Clearing, Moving & Copying Pivot Tables
Refreshing & Updating Pivot Tables

Sorting , Filtering & Grouping Data with Pivot Tables:-

Sorting Data with Pivot Tables
PRO TIP: Fixing Incorrect Alphabetical Sorting
Filtering Data with Pivot Table Label & Selection Filters
PRO TIP: Pivot Table Label Filters with Wildcards
Filtering Data with Pivot Table Value Filters
PRO TIP: Enabling Multiple Pivot Table Filters
Grouping & Segmenting Data with Pivot Tables
PRO TIP: Enabling & Disabling Automatic Date Grouping
Filtering Data with Pivot Table Slicers & Timelines
Usage of Calculated Field
Breaking Out Pivot Table Report Filter Pages
Final Bonus Lecture: Top 10 Tips on excel you might have not Known

**ADVANCED
EXCEL**



Microsoft Excel Fundamentals:-

Microsoft Excel Startup Screen
Customizing the Excel Quick
Access Toolbar
More on the Excel Interface
Understanding the Structure of an
Excel Workbook
Saving an Excel Document
Opening an Existing Excel
Document
Common Excel Shortcut Keys

Entering Text to Create

Spreadsheet Titles:-

Entering Text to Create
Spreadsheet Titles
Working with Numeric
Data in Excel
Entering Date Values in Excel
Working with Cell References
Creating Basic Formulas in Excel
Relative Versus Absolute
Cell References in Formulas

Working with Basic Excel Function:-

Working with the SUM() Function
Working with the MIN() and
MAX() Functions
Working with the AVERAGE()
Function
Working with the COUNT() Function
Using the AutoSum Command
Excel's AutoSum Shortcut Key
Using the AutoFill Command to
Copy Formulas

Modifying Excel Worksheet:-

Moving and Copying Data in an Excel Worksheet
Inserting and Deleting Rows and Columns
Changing the Width and Height of Cells
Hiding and Unhiding Excel Rows and Columns
Renaming an Excel Worksheet
Deleting an Excel Worksheet
Moving and Copying an Excel Worksheet

Formatting Data in Excel Worksheet:-

Working with Font Formatting Commands
Changing the Background Color of a Cell
Adding Borders to Cells
Excel Cell Borders Continued
Formatting Data as Currency Values
Formatting Percentages
Using Excel's Format Painter
Creating Styles to Format Data
Merging and Centering Cells
Using Conditional Formatting
Editing Excel Conditional Formatting

Creating Basic Charts in Excel:-

CCreating Basic Charts in Excel
Creating an Excel Column Chart
Working with the Excel Chart Ribbon
Adding and Modifying Data on an Excel Chart
Formatting an Excel Chart
Moving a Chart to another Worksheet
Working with Excel Pie Charts



Introduction to Excel

EDigital Marketing Course

Introduction to Digital Marketing

SEO Optimization

Introduction to CRM

Email Marketing

Competitor and Website Analysis

Market Research & Niche Potential

Content Creation, Management & Promotion

Introduction to Web Analytics

Mobile Marketing

Social Media Marketing

Digital Marketing Budgeting, Planning & Forecast

Digital Marketing Project Management

Product Marketing (Facebook, Instagram,
Google Ads)

Affiliate Marketing

Website Data Analytics

Paid Ads Optimization Strategies

Neuro-Marketing Fundamentals



**DIGITAL
MARKETING**

Typical Core Subjects for HTML

Subject Title

Introduction to web programming

Introduction to HTML

HTML Basic Formatting Tags

HTML-Grouping Using Div Span

HTML Lists HTML Images

HTML Hyperlink HTML Tables

HTML iFrame HTML Form

HTML Headers

HTML Miscellaneous

CSS2 Introduction

CSS2 Syntax

CSS2 Selectors

CSS2 Colour Background Cursor

CSS2 Text Fonts CSS2 List Tables

CSS2 Box Model

CSS2 Display Positioning

CSS Floats

HTML

Getting Started:-`

- A Quick Environment Check
- Your First Macro
- How to Create Modules
- The Immediate Window –
- How to easily test your output
- Using Intellisense – Let VBA help you write code

Workbook and Worksheets:-

- How to get any Workbook
- When to use each Workbook method
- Making your code easy to read – Use a Workbook variable
- How to get any Worksheet
- Putting it all together – A sample Macro
- The Sample Macro – How the code name improves it
- Summary of Worksheets and Workbooks

Using Variables:-

- An introduction to Variables
- How to do almost anything with a string
- Using variables to write and read from Cell

Ranges, Cells, Offsets:-

- Using Cells – How to choose cells at run time
- Using Offset – How to choose cells at run time part
- Sample Macro – Writing to months using Offset
- Sample Macro – Writing to months using Cells
- Formatting Ranges – Making you work look good

Mini Project – Fruit Sales:-

- Introduction to Mini Project
- Formatting the Cells
- Write the Totals
- Make it flexible with Offset

Debugging- How to See what your code is actually doing:-

- What is Debugging
- Stepping through code
- Using Breakpoints
- The Locals Window
- The Watch Window
- More on the Watch Window

If and Select:-

- Using Conditions
- The If Statement
- If Statement with Elseif
- The Select Statement
- More with the Select Statement

Loops:-

- Introduction to Loops
- The For Loop
- More on the For Loop
- The For Each Loop
- The Do Loop
- Using Do Loop with Until
- Using Do Loop with While
- While and Wend
- Summary of Loops

Errors:-

- Syntax Errors
- Compiler Errors
- Runtime Errors

How to Open Workbooks and Use them:-

- How to Open a Workbook
- Opening Workbooks – User Dialog
- Import Export Modules

Using Function and Sub:-

- Calling Subs
- Arguments and Parameters
- Functions
- Subs v Functions
- Passing Argument Types
- Optional Arguments

How to Run your Macros:-

- Running – Using a Shortcut Key
- Running – Quick Toolbar
- Running – Using Buttons

Arrays:-

- Introduction to Arrays
- Declaring Arrays
- Assigning Arrays
- Loop through arrays
- Pass Arguments
- Return from Function

How to Copy and Filter Data:-

- Copying Data Introduction
- Copying Data using the For Loop
- Copying Data using the AutoFilter
- Copying Data Using the Advanced Filter

User form Overview:-

- Adding Controls to the UserForm
- Working with UserForm Control Properties
- Adding Excel VBA Code to the UserForm's Events
- Displaying the Excel VBA UserForm to the User

How to Build a VBA Application From Scratch:-

- Building a VBA Application Part 2
- Building a VBA Application Part



Power Pivot & Query Syllabus

Intro to Power Excel:-

Understanding the “Power Excel” Workflow

When to use Power Query & Power Pivot

Connecting and Transforming data with Power Query in Excel:-

Introduction

Getting to Know Power Query in Excel

Exploring Excel’s Power Query Editor

Power Query Data Loading Options

IMPORTANT: Updating Locale Settings

Applying Basic Table Transformations with Power Query

Power Query Demo: Text Tools

Power Query Demo: Number & Value Tools

Power Query Demo: Date & Time Tools

PRO TIP: Creating a Rolling Calendar with Power Query

Power Query Demo: Generating Index & Conditional Columns

Power Query Demo: Grouping & Aggregating Records

Power Query Demo: Pivoting & Unpivoting Data

Modifying Excel Workbook Queries

Merging Queries with Power Query

Appending Queries with Power Query

Power Query Demo: Connecting to a Folder of Files

Building Table Relationships with Excel’s Data Model:-

Introduction

Meet Excel’s “Data Model”

The Data Model Data vs. Diagram View

Principles of Database Normalization

Understanding Data Tables vs. Lookup Tables

Benefits of Relationships vs. Merged Tables

Creating Table Relationships in Excel’s Data Model

Modifying Data Model Table Relationships

Managing Active vs. Inactive Table Relationships

Understanding Relationship Cardinality

Connecting Multiple Data Tables in the Data Model

Understanding Filter Flow

Hiding Fields from Excel Client Tools

Defining Hierarchies in a Data Model

Excel Data Model Best Practices

Analyzing Data With Power Pivot and DAX:-

Introduction

Creating a “Power” Pivot Table

Power Pivots s. “ Normal” Pivots in Excel

Introducing Data Analysis Expressions (DAX)

Understanding DAX Calculated Columns

Understanding DAX Measures

Creating Implicit DAX Measures

Creating Explicit DAX Measures with

AutoSum

Creating Explicit DAX Measures with Power

Pivot

Understanding DAX Filter Context

Step-by-Step DAX Measure Calculation

RECAP: Calculated Columns vs. DAX Measures

Excel Power Pivot & DAX Best Practices

Common DAX Formulas and Functions:-

introduction

Understanding DAX Formula Syntax & Operators

Common DAX Function Categories

DAX Demo: Basic Math & Stats Functions

DAX Demo: COUNT, COUNTA, DISTINCT-COUNT & COUNTROWS

DAX Demo: Logical Functions (IF/AND/OR)

DAX Demo: SWITCH & SWITCH(TRUE)

DAX Demo: Common Text Functions

DAX Demo: CALCULATE

DAX Demo: Adding Filter Context with FILTER (Part 1)

DAX Demo: Adding Filter Context with

**POWER PIVOT,
POWER QUERY
& DAX IN EXCEL**
TRAINING COURSE



Power BI Introduction

Power Query

M Language

Data Modeling

DAX

DAX Functions Types

Time Intelligence Functions

Date and Time Functions

Text Functions

Logical Functions

Math & Statistical Functions

Filter Functions

Report View User Interface

Grouping and Binning Introduction

Visualizations

Power BI Service

Creating Dashboards

POWER BI

TRAINING COURSE

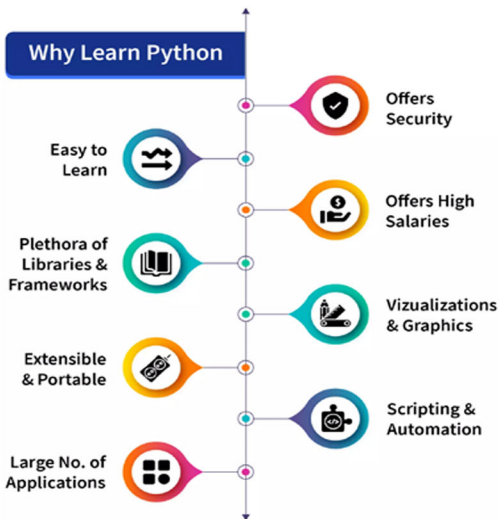


Python Data Analytics Course:-

- Introduction to data analytics and Python fundamentals
- Introduction to probability
- Sampling and sampling distributions
- Hypothesis testing
- Two sample testing and introduction to ANOVA
- Two way ANOVA and linear regression
- Linear regression and multiple regression
- Concepts of MLE and Logistic regression
- ROC and Regression Analysis Model Building
- X2Test and introduction to cluster analysis
- Clustering analysis
- Classification and Regression Trees (CART)

Tableau Course:-

- Data warehousing Concepts
- Business Intelligence Concepts
- Tableau Desktop (Introduction)
- Tableau Server
- Tableau Advanced
- Tableau Visual Analytics Training



MySQL SELECT
MySQL WHERE
MySQL AND, OR, NOT
MySQL ORDER BY
MySQL INSERT INTO
MySQL NULL Values
MySQL UPDATE
MySQL DELETE
MySQL LIMIT
MySQL MIN and MAX
MySQL COUNT, AVG, SUM
MySQL LIKE
MySQL Wildcards
MySQL IN
MySQL BETWEEN
MySQL Aliases
MySQL INNER JOIN
MySQL LEFT JOIN
MySQL RIGHT JOIN
MySQL CROSS JOIN
MySQL Self Join
MySQL UNION
MySQL GROUP BY
MySQL HAVING
MySQL EXISTS

MySQL ANY, ALL
MySQL CASE
MySQL Null Functions
MySQL Comments
MySQL Create DB
MySQL Drop DB
MySQL Create Table
MySQL Drop Table
MySQL Alter Table
MySQL Constraints
MySQL Not Null
MySQL Unique
MySQL Primary Key
MySQL Foreign Key

