Data Analytics Career Track

Built in Partnership with Microsoft

Mentor Course Handbook

Springboard

Table of Contents

Introduction

Thank you for mentoring students in the Data Analytics Career Track. The insight you provide is central to each student's learning. This guide is designed to make it easier for you to access the information you need to create a smoother mentoring experience.

This guide provides:

- **A High-Level Overview of the Course**
- **Unit Overviews** — This is a description of each unit.
    - **Learning Objectives** — These are high level objectives that indicate the goals of each unit.
    - **Resource Work** — These are the activities that your student will complete while working on each unit.
    - **Projects** — This section describes the project students will work on in the unit and includes common concerns students may have about their projects.

Course Overview

Familiarizing Yourself with the Course

Before the course starts, please spend some time learning the ins and outs of the course in order to be prepared to address your mentee's concerns or questions. To prepare, please:

- Read through this handbook
- Read through all of the project instructions to familiarize yourself with what students will be asked to do
- Review each of the units of the course to better understand the topics and learning objectives addressed in each unit

> ⭐ **Please sign up for OneDrive,** as this is what students will use to submit their projects. You will be able to collaborate with them and leave notes directly in OneDrive.

The Course

Our Data Analytics Career Track was built by a team of industry experts in partnership with Microsoft. The course is designed to set students up to successfully land their first

data analytics job and guides them through hands-on assignments that replicate the work that data analysts conduct on a daily basis. These projects are an invaluable addition to their portfolio and will help them to demonstrate their ability to work end-to-end through a data analytics project to potential employers. Students apply the skills and concepts they learned throughout the course to two capstone projects focused on realistic data analytics scenarios. By the end of this course, students will:

- Have a solid foundation in structured thinking that will help them tackle critical business problems
- Be able to perform systematic analyses of data to identify insights
- Transform insights into actionable recommendations

Our partnership with Microsoft means that students get access to a full suite of Microsoft tools and resources that will teach them crucial skills and give them an edge when applying for data analytics jobs.

The course includes both technical units filled with videos and interactive resources and a career curriculum designed to help each student land their dream job.

Prerequisites

- Strong critical thinking and problem-solving skills.
- 2 years of professional work experience working regularly with office, design or programming tools
- Fluency in English (written and spoken), as determined by initial interactions with the Admissions team.

The Course Learning Objectives

This course aims to:

- Equip students with the technical skills they'll need to build an impressive data analytics portfolio and launch a successful career in data analytics.
- Empower them to secure a data analyst position through a proven job search strategy.

Capstone Projects

Students will complete two capstone projects while working on this course. For each of these capstone projects, students will:

- Identify a dataset they want to work with
- Create problem statements and issue trees
- Perform analysis and create visualizations
- Create a slide deck and present their findings and recommendations

Video Call Sessions (30 minutes)

Weekly calls with mentors are at the heart of our students' learning. The calls are also meant to help you **1)** better understand what your mentees are learning each week, **2)** make sure your mentees are on track, and **3)** provide feedback, encouragement, and inspiration for career advancement.

Before each call, please:

- Read through the **call agenda** your mentee has submitted
- Review any **submitted projects**. These will appear in your mentor dashboard.
- Review the **common concerns students may have about the course projects**
    - *These are listed under the description of the project in each unit overview*
- Review (*if needed*) the **unit overview** of the unit that your student is working on

During each call, be sure to:

- **Greet** your mentee and break the ice by asking about their day or finding common interests or hobbies you both share (1 minute)
- **Discuss the items listed in the weekly call plan, including the work your mentee has done that week and any questions or concerns they may have**
- **Tie up** the call when it's coming to an end by:
    - Reiterating key information and next steps
    - Ending on a positive and encouraging tone
    - Confirming the next 1-1 video call session

Unit Overviews

Unit 1: Program Overview

This unit introduces the course curriculum, how to navigate the course site, and how to participate in the 1-1 video sessions.

Learning Objectives
In this unit, students will:

- Become familiar with the course site
- Understand the course aims and outcomes
- Prepare for mentor 1-1 video call
- Determine how to pace the course

Coursework

- Join the Springboard Slack community

Common Concerns

- Your mentee may need assistance setting up the initial 1-1 video call. Please provide them support by emailing them instructions and offering other options for the initial contact.

Industry Expert Insights

- For the initial 1-1 session, use icebreakers, such as talking about your hobbies, interests, or locations, to make your mentee feel comfortable and to build a rapport.

Unit 2: Structured Foundations

In this unit, students will learn all about **structured foundations**, the backbone of business-oriented analytics.

Structured Foundations is the methodological approach of breaking a problem into a high-level hypothesis that students can disaggregate into its constituent macro and micro value drivers. In other words, it's the foundation students will use to come up with a data-oriented solution to any business problem.

Learning Objectives
In this unit, students will:

- Develop an understanding of the HDEIP Framework and the Five-Step Problem Solving Approaches
- Learn how to use SMART principles to create a problem statement worksheet
- Become comfortable creating Mutually Exclusive Collectively Exhaustive (MECE) Issue Trees
- Develop an understanding of Value Driver Trees

Coursework

- Your mentee will:
    - Create their first problem statement — Instructions | Rubric
    - Create a problem statement for the Monalco Mining Case Study — Rubric
    - Problem statement worksheet for Monalco Mining - Solution
    - Build an issue tree — Rubric
    - Build an issue tree for Monalco Mining — Rubric
    - Issue tree for Monalco Mining - Solution
    - Create a value driver tree for Monalco Mining — Rubric
    - Value driver tree for Monalco Mining - Solution
- Capstone One — Your mentee will:
    - Find a dataset to work with — Rubric
    - Create a problem statement (rubric) and issue tree (rubric)

Common Concerns

- Students are still adjusting to the course, so gently remind them to refer back to Unit 1 to review the resources and support network available to them.
- There are many new terms that students are learning, so encourage your mentee to create a list or “cheat sheet” that they can refer back to for easy access.

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- Share your experiences with data analytics and provide additional resources to help your mentee learn more about the field.
- Share real-world examples of data analytics in action and explore the ways that a data analyst would have been involved.

- Share your job hunting experience and any insights you can offer about the data analytics job market. Offer insights on career paths and any experiences of your own or your colleagues that are particularly interesting.

Unit 3: Creating Your Job Search Strategy

Unit Overview

One of the main aims of this course is to make your mentee ready for a career as a data analyst. This unit introduces a job search strategy that Springboard recommends and discusses the common mistakes made by job seekers.

⭐ **Please note that the career coach is responsible for assessing your mentee's LinkedIn profile and resume**. While we encourage you to review your mentee's resume and LinkedIn page if they ask, you are not responsible for grading these submissions.

Learning Objectives
In this unit, students will:

- Appreciate the greater importance of network building and referrals over resumes, and start doing the upfront work to build a network
- Recognize some common preconceptions, (e.g. only jobs titled "data analyst" are worth pursuing, or that good data analyst jobs are limited to well-known businesses)

Coursework

- Watch videos and read articles related to developing a job search strategy
- Create or update a LinkedIn profile

Common Concerns

- Mentees may be skeptical about the idea of applying for jobs via networking and referrals. Some mentees believe that if they're not sending out resumes right away, they won't get a job. Reinforce that networking is how a job search often works in technical fields.

- Mentees may experience “Imposter Syndrome,” meaning that mentees often feel that their experience is of no real value. Give them a pep talk and help them see the real-world applications of their work.

Industry Expert Insights

- Provide tips on network building.
- Share examples of how you or your colleagues found data analytics jobs.
- Discuss the hiring process you went through at a high level.
- Review your mentee’s LinkedIn profile from an employer’s point of view.
- Provide examples of skills and qualities employers are looking for in data analyst.

Unit 4: Microsoft Excel for Business Analytics

This unit will teach students everything they need to know about Excel to answer business questions and analyze data efficiently.

Learning Objectives
In this unit, students will:

- Learn how to use logical operands
- Hone your advanced Excel function abilities
- Develop the ability to use statistical functions
- Learn how to create basic visualizations using tools like bar charts, waterfall charts, and column charts

Coursework

- Work through a series of videos and assessments designed to give your mentee practice using Excel and to test their knowledge of the different functions and visualizations covered in this unit
- Many of the subunits contain quizzes and hands-on practice to help students internalize the Excel skills they’re learning. Students do not need to submit these practice assignments and are provided the answer key to each of these assignments so that they can check their work. Your mentee may bring up questions that they have about the assignments. You can find the answer keys in

the curriculum that are placed below the hands-on practices. For example, in Unit 4.4, the Basic Pivot Tables Answer Check is placed below Basic Pivot Tables Hands-On Practice Instructions.

Common Concerns

- Your mentee may struggle to recall each of the functions covered in this unit. Encourage them to create their own cheat sheet to refer back to and bookmark resources that cover functions they have a particularly hard time recalling

Industry Expert Insights

- Provide a list of common functions you use in your day-to-day work.

Unit 5: Financial Analysis

This unit explores the basics of financial analysis to help students become fluent in business terminology. They'll learn about revenue, cost of goods sold, earnings before interest, assets, liabilities, and profitability. Each of these core terms will become powerful tools they'll use to analyze data and turn their analyses into actionable insights. To help them practice using these new tools, they'll apply everything they learn in this unit by working on another case study.

Learning Objectives
In this unit, students will:

- Develop an understanding of the basics of financial analysis.
- Become fluent in financial terminologies such as revenue, cost of goods sold, earnings before interest, assets, liabilities, and profitability.
- Apply financial concepts to analyze data and transform your analysis into insights.

Coursework

- Your mentee will:
    - Create a problem statement for the Southern Water Corp Case Study — Rubric
    - Create a revenue-focused value driver tree — Rubric
    - Analyze Southern Water Corp's revenues — Solutions
    - Create Revenue Slide Deck — Rubric
    - Create a cost-focused value driver tree — Rubric
    - Analyze Southern Water Corp's costs — Solutions
    - Create Cost Slide Deck — Rubric
    - Create an EBIT-focused value driver tree — Rubric
    - Analyze Southern Water Corp's EBIT — Solutions
    - Create EBIT Slide Deck — Rubric

Common Concerns

- Mentees may be wondering whether or not all financial data is kept in a spreadsheet, like the one they used to complete their coursework for this unit. They may express confusion regarding how 'revenues' are listed as a cost center in this structure as opposed to a 'profit' center. If this happens, reassure your mentee that this is the 'cost-code' set-up for this specific company and it will vary to an extent on a company-by-company basis.

Industry Expert Insights

- Share real-world examples that further highlight the connectivity of business analysis with financial drivers (i.e. Revenues, Costs, etc.)
- Mentees may show a reluctance to become familiar with business terminology as they might not see how it immediately connects to 'analytics'. If this occurs, encourage your mentee to gain familiarity with the terms here because, sooner or later, they will have to connect their analysis to these business drivers understanding these terms will make it easier to present insights their future management teams will take note of.

Unit 6: Effective Networking: Building Your Network

Effective networking is a cornerstone of this data analytics career track course, since building a solid network in the data analytics field upfront often comes from obtaining

referrals from target companies. The unit leads your mentee through their first steps in building a data analytics network.

Learning Objectives
In this unit, students will:

- Build new network contacts in and beyond their city/state
- Practice the art of "cold emailing" to reach out to industry experts
- Participate in data analytics meetups to build a professional community

Major Mentee Activities

- Read articles on how to use meetups to build a network and cold emailing
- Watch a video about "Imposter Syndrome"
- Sign up for a Meetup.com account and attend a UX Meetup
- Submit a brief summary of the meetup

Common Concerns

- Introverted and shy mentees: Many mentees are not used to the concept of networking and are uncomfortable going out and meeting strangers. This is particularly true of those who are naturally introverted or shy.
- Severe "imposter syndrome": Some mentees are convinced that because they are new to the field of data analytics, they have nothing of value to offer experts. "Why would any experienced data analyst talk to me?" Help them understand that relationship building starts with listening and being genuinely curious about other people. Most people, including experienced data analysts, are excited to talk about themselves and their work, which can provide a lot of information.
- First time networking jitters: Some mentees have never been to or even heard of a meetup before and are nervous about going to one for the first time. Explain to them that meetups are very casual events, and there's absolutely no pressure there. At this point, they're still new and may not understand all the technical content people are talking about. That's completely fine. It's still useful to be curious, ask people about what they do, and listen well.

Industry Expert Insights

- Share how networking has helped you (or your colleagues/friends) with finding new opportunities.
- Share your experience going to or speaking at meetups and similar events.

- Give tips and tricks for building relationships with data analytics professionals.

Unit 7: Economics for Data Analysis

In this unit, students will learn the basics of economics, including foundation concepts like market supply and demand, elastic and inelastic goods, and cost curves. Once they've developed a basic understanding of economics, they'll be able to both analyze data and differentiate themselves from other analysts by drawing on economic theories to make insight-based recommendations.

Learning Objectives
In this unit, students will:

- Develop an understanding of high-level economic principles like demand, supply, elastic goods, inelastic goods, monopolies, market supply, and cost curves.
- Learn about assets, liabilities, and equity.
- Learn how to create business insights based on data analysis and economic principles.

Coursework

- Your mentee will:
  - Complete Economics Part 1 for Southern Water Corp — Solutions
  - Create slides of Part 1 findings — Rubric
  - Complete Economics Part 2 for Southern Water Corp — Solutions
  - Create slides for Part 2 findings — Rubric
  - Build slide deck for Southern Water Corp — Rubric

Common Concerns

- Your mentee may find the concept of the Industry Cost Curve difficult to understand. If this is the case, gently remind your mentee to think of this as a way of identifying which companies are cost effective against those which aren't.

- Your mentee may find it difficult to understand the difference between elastic and inelastic goods; if this occurs use every-day examples to highlight the differences between the two categories (i.e. a mobile phone is elastic, a drug to treat diabetes is inelastic)
- Your mentee may find it difficult to construct a cost curve. If this is the case, walk the student through how to calculate the values needed for the cost curve.

Industry Expert Insights

- Provide real-world examples of the ways that you've used economic techniques in your work.

Unit 8: Statistics for Data Analysis

In this unit, students will learn about two different kinds of statistics — descriptive stats and inferential stats. Once they've worked through the resources, they'll return to the Southern Water Corp case study, where they'll use both descriptive and inferential stats to help the company identify potential reasons why one of their assets is failing.

Learning Objectives
In this unit, students will:

- Develop an understanding of descriptive statistics concepts like mean, median, mode, spread, histograms, and box plots.
- Learn about and apply inferential statistics concepts like correlation, confidence intervals, margins of error, and regression.

Coursework

- Your mentee will:
    - Create a problem statement for the statistics portion of the Southern Water Corp Case Study — Rubric
    - Perform descriptive stats for Southern Water Corp — Rubric and solution
    - Perform inferential stats for Southern Water Corp — Rubric and solution
- Capstone One: Your mentee will:
    - Perform descriptive (rubric) and inferential stats (rubric)

Common Concerns

- Your mentee may find it challenging to evaluate whether a 'regression' is a good fit without going into strong technical details. I.e. A High RSME is indicative that the statistical model may not be fitting well with the variables that have been supplied
- Your mentee may also find it difficult to understand the relevance of certain statistical criteria without clear examples.
- If your mentee has expressed difficulty with understanding statistics and how to 'evaluate' a regression model in detail, reassure your mentee that as a Business-Oriented Data Analyst, it is not expected that they will have a 'deep' understanding of the statistical rigor behind terms such as Root Square Mean Error, Residual Plots, F Statistics, etc. However, your mentee should have a general understanding of what this means.

Industry Expert Insights

- Students may not be super excited about the topic of statistics. To help them understand the importance of this topic, consider sharing your answers to the following questions:
    - How has Statistics helped you in your career?
    - Have you ever had to use regressions to assist you with work?
    - What about statistics in every-day business life?
    - How do you talk about statistics in business and tie this back to the business?

Unit 9: Informational Interviews

Informational interviews are one of the best ways to quickly get information (beyond what is available through internet searches) about a company. This unit delves into improving social skills, participating in an informational interview, and developing long-lasting professional relationships.

Unit Learning Objectives

- Build social skills to confidently participate in an informational interview

- Develop the ability to listen carefully and ask the right questions during an informational interview
- Appreciate the importance of developing long-lasting professional relationships

Major Mentee Activities

- Watch the videos on “How to improve your social skills” and “How to turn any meeting into a lasting relationship”
- Reach out to five experts in the field and request to have an informational interview with them
- Submit a summary of practice informational interview sessions
- Company tracking spreadsheet

Common Concerns

- Some mentees have a hard time setting up informational interviews, so it’s important to reassure them that it’s normal and to continue reaching out to more people or help connect them with data analytics professionals.
- Some mentees are scared of rejection and are nervous to reach out to people for fear of appearing too forward or “weird.” Reassure them that there’s nothing wrong with a professional request for information.

Industry Expert Insights

- Share a story about an informational interview you’ve had. Talk about the takeaways from that story.
- Discuss how an informational interview helped you in your career, or how you ended up helping someone because they asked you for an informational interview.

Unit 10: Visualization Tools

Visualization Tools such as Power BI are critical tools used in the Presentation Phase of the HDEIP Framework. While upfront analysis is very important work, ultimately, how this information is presented, visualized, and consumed determines whether your

analysis will be adopted or shelved. In this unit, students will learn how to use Power BI and Tableau to craft powerful, impactful stories.

Learning Objectives
In this unit, students will:

- Develop an advanced ability to use two visualization tools: Tableau and Power BI
- Practice using functions data analysts use on a daily basis

Coursework

- Your mentee will:
  - Create a problem statement for the ChemCorp Case Study — Rubric
  - Analyze the ChemCorp data — Rubric
- Capstone One — Your mentee will:
  - Create visualizations with Power BI or Tableau — Rubric

Common Concerns

- Your mentee may find it challenging to create complex calculations in PowerBI without DAX (DAX is not taught in this unit)
- Your mentee may find the Tableau and PowerBI resources a bit overwhelming due to the sheer number of resources they need to go through. Remind them that these are important tools for a successful data analyst to know how to use.

Industry Expert Insights

- Reassure your mentee that PowerBI and Tableau are both powerful visualization tools and that proficiency in either one of these will help boost career prospects as they represent 'established' visualization tools which are common in many large corporations

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Unit 11: The Art of Storytelling

This unit covers three types of presentation styles that students will use throughout their careers as a business-oriented data analyst:

- *Executive presentations* — this is when you present your work to executives that have the power to make companywide decisions.
- *Technical presentations* — this is when you present your work to stakeholders who have technical knowledge of the subject.
- *Non-technical presentations* — this is when you present to an audience that doesn't have a technical understanding of the topic.

Learning Objectives
In this unit, students will:

- Become familiar with different presentation techniques
- Learn how to communicate your insights in a compelling manner
- Learn how to apply presentation techniques for executive (C-suite), technical, and non-technical audiences

Coursework

- Your mentee will:
    - Create an executive presentation slide deck for Southern Water Corp — Rubric
    - Present their executive slides to an external reviewer — Rubric
    - Create a technical presentation for Southern Water Corp — Rubric
    - Present their technical slides to an external reviewer — Rubric
    - Create a non-technical presentation for ChemCorp — Rubric
- Capstone One — your mentee will:
    - Create a presentation of their Capstone One findings — Rubric
    - Present their presentation to an external reviewer — Rubric

Common Concerns

- Your student may want to go over their executive, technical, or capstone presentations with you before they present them to the external reviewer. If this is the case, please plan to set aside 15 minutes of your call to hear their presentation and 15 minutes to give them feedback.
- Your mentee may find it difficult to understand the difference in presentation styles between a technical and non-technical presentation
- Your mentee may find it difficult to create the 'Executive Headline' and/or 'Governing Thought' which creates the overall 'flow' for the analysis.

Industry Expert Insights

- Discuss your own experiences giving executive, technical, and non-technical presentations
- Highlight to students how important it is to able to communicate effectively to all three stakeholder groups in order to maximize the impact from the business insights that have been identified.

Unit 12: Find the Right Job Title and Companies

A dream job is the intersection of two phenomena: the right role at the right company. There are several job titles and a diverse array of companies in the data analytics domain. In this unit, students will research roles within the data analytics field that might be a good fit and identify industries and companies that offer those roles.

Unit Learning Objectives

- Research and identify companies that mentees would like to work at

Major Mentee Activities

- A short paper describing at least three job titles that are right for you
- A list of 40-50 companies you'd like to join

Mentee Challenges

- Mentees might struggle with how to know if a company would be a good fit for them.

Industry Expert Insights

- Share your own experiences looking for companies that you considered applying to

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Unit 13: Data Connectivity

While working through this section of the course, your mentee will learn how to leverage Structured Query Language (SQL) to query relational database management systems. In other words, they will use queries to understand the data contained in databases. Please note that your mentee will need to sign up for two new platforms while working on this unit — DataCamp and Next.Tech. They'll use DataCamp to practice SQL syntax, while Next.Tech is the interactive platform where this unit's case study is housed.

Unit Learning Objectives

- Develop the ability to explain the nuances of a database and how it relates to set theory
- Write best practice queries in SQL
- Practice using SQL with real data to extract insights to be presented to an audience

Major Mentee Activities

- Work on a American Energy Market Regulator (AEMR) case study where your mentee will develop an understanding of outage logs by querying a database. This case study is housed on the Next.Tech platform
    - Case study solutions
- The second part of this case study includes putting together a presentation
    - Slide deck rubric
    - Presentation rubric

Mentee Challenges

- Students may have a hard time internalizing the different aspects of SQL. Provide any resources you have found particularly useful when working with SQL.

Industry Expert Insights

- Share your own experience working with SQL and how you have used SQL to streamline your work

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Unit 14: Preparing for and Getting Interviews

Springboard

Preparing for and getting interviews involves two steps: growing a network and creating a compelling resume. This unit explores how to help students reach out to their networks to get interviews and create resumes to impress hiring managers.

⭐ **Please note that the career coach is responsible for assessing your mentee's LinkedIn profile and resume**. While we encourage you to review your mentee's resume and LinkedIn page if they ask, you are not responsible for grading these submissions.

Unit Learning Objectives

- Review all job search steps, including building network contacts, identifying the right job title, company, updating or creating a data analyst resume
- Learn how to write an effective cover letter
- Learn how to set up job interviews through your mentee's professional network

Major Mentee Activities

- Create a data analyst resume
- Update LinkedIn profile
- Get referrals to target companies
- Write a cover letter

Mentee Challenges

- Writing skills: Some mentees may not feel confident about their writing skills. Review your mentee's cover letter and resume and provide feedback and encouragement during your 1:1 session.
- Mentees may have trouble keeping their resume concise and determine what parts of their experience and education are most relevant. Help your mentee create an outline for their resume and highlight the most important achievements or skills.

Industry Expert Insights

- If you are comfortable, share the resume and cover letter that landed you your dream job.

Unit 15: Data Analytics in Python

Unit Learning Objectives

1. Become comfortable with basic and intermediate Python syntax
2. Develop an understanding of advanced visualization techniques using Matplotlib and Seaborn
3. Expand your linear regression abilities by learning to use Statsmodel

Major Mentee Activities

1. Work through DataCamp exercises and take a series of quizzes to test Python fluency
2. Complete a case study made up of two parts: descriptive statistics and inferential statistics in Python. (Please note that Part 1 and Part 2 of this case study are housed in the same Jupyter Notebook.)
    a. Solutions for Part 1 and 2

Mentee Challenges

- Students may struggle to remember functions. Offer them resources that you have found useful when working in Python.

Industry Expert Insights

- Some students may not readily use Google to look up functions and code. Stress the importance of Googling and emphasize that all data analysts rely on Google to complete projects in code.

Unit 16: Capstone Two

For the second capstone project, your mentee will work through each of the five stages of the HDEIP framework. However, students will find their dataset first, which means they will work through the D in HDEIP before H. They'll use their newly sharpened Python fluency in conjunction with all of the other concepts they've learned throughout the course, — including their strategic thinking mindset — to craft a project that they can show to future employers as a demonstration of their analytics abilities.

Students will present their findings to you, their mentor, for the final stage of their capstone project.

Project Steps

1. Find a Dataset — Rubric
2. Write a Problem Statement (Rubric) and Create an Issue Tree (Rubric)
3. Analyze the Data — Rubric
4. Identify Insights — Rubric
5. Create Visualizations using Tableau or Power BI — Rubric
6. Present Findings
    a. Executive Slide Deck — Rubric
    b. Technical Slide Deck — Rubric
    c. Non-Technical Slide Deck — Rubric
    d. Presentation — Rubric

Unit 17: Effective Interviewing for Data Analysts

This unit explores the typical steps in the interview process for a data analyst. Because this course is designed to help students obtain a data analytics job upon graduation, this unit serves as an important step in their journey.

Unit Learning Objectives

- Master each step in the data analytics interview process
- Practice interviewing techniques for both technical and behavioral interviews
- Confidently answer the top data analytics interview questions

Major Mentee Activities

- Set up and pass behavioral and technical mock interviews
- Learn how to negotiate

Common Concerns

- Interviewing is a nerve-wracking process, so provide your mentee with practice and encouragement.
- Mentees might believe that the non-technical portion of the interview is not as important, so remind them that it's an important aspect of their job search and provide examples. The non-technical portion, for example, is often conducted by a recruiter at the beginning of the interview process as a filtering step.
- Some mentees may forget about nonverbal communication, so give them examples of things to remember during the interview (e.g. eye contact, nodding when the interviewer asks a question, having a pleasant facial expression, sitting professionally).

Industry Expert Insights

- Share your interview stories, both good and bad.
- Encourage mentees to sign up for mock interviews when they're ready.
- Give mentees candid feedback on what aspects of interview skills they might need to put more work into.

Unit 17: Congratulations!

Unit Overview

This is the conclusion of the course. Your mentee has learned the career development skills and technical concepts and tools needed to get a job in the data analytics industry.

Congratulate your mentee on completing the course and provide a few words of encouragement and advice. Your mentee is just beginning their data analytics journey, so your support is meaningful and impactful. Reinforce that they shouldn't get discouraged if it takes them a few months to find a job - they'll find the position that's right for them.

Thank you for mentoring your Springboard student. Your advice and guidance is invaluable, and you've had a meaningful influence in helping someone achieve their dream of becoming a data analytics professional.