

Entry Level Analyst Program (ELAP)

A practical launchpad into business analysis for graduates and early-career professionals. Learn the skills, frameworks and tools employers in banking, consulting, telecoms and FMCG look for in new analysts.

AT A GLANCE

- 8 modules, about 20 hours of video
- Assignments and a capstone project
- ELAP certificate on completion
- Invitations to live Q&A sessions
- Self-paced and online, with 6 months of access

WHAT YOU WILL LEARN

Practical skills for your first analyst role

Analysis, strategy, finance, data and communication, taught through real business cases.

- What business analysts and data analysts do
- How to structure a problem with standard strategy frameworks
- How to read an income statement, cash flow statement and balance sheet
- How firms use big data, with UPS and Bank of America cases
- How to present your analysis with confidence
- How to show data with Excel, PowerPoint and Power BI
- Which digital tools modern teams rely on
- How to network and find your first opportunity

PROGRAMME OBJECTIVES

By the end of this programme, you will be able to

Analyse

Apply core business analysis and data analytics concepts to workplace problems.

Think strategically

Use frameworks such as SWOT, PESTEL, McKinsey 7S and the BCG Matrix.

Read the numbers

Interpret an income statement, cash flow statement and balance sheet.

Show the data

Turn data into clear charts and dashboards in Excel, PowerPoint and Power BI.

Present with confidence

Communicate your analysis clearly and persuasively.

Plan your next move

Build a plan to find and secure your first analyst role.

HOW ELAP WORKS**Learn at your pace, practise on real scenarios**

Video lessons, templates and assignments, with live Q&A sessions and a capstone project at the end.

Video on demand

Watch, rewatch and learn at your own pace.

Professional templates

Working templates and toolkits you can use on the job.

Assignments

Practical work after each module to apply what you learn.

Live Q&A sessions

Join scheduled sessions with instructors to ask questions.

Peer collaboration

Work alongside other participants and build your network.

Capstone project

A real-world business scenario that brings everything together.

CURRICULUM**Programme curriculum**

Eight modules and a capstone project. We recommend about eight weeks, and you have six months of access.

1**Module 1: Introduction to Business Analysis and Data Analytics**

Data analytics, big data and web analytics; descriptive, diagnostic, predictive and prescriptive analytics; information gathering and strategy formulation.

2**Module 2: Strategic Thinking and Problem Solving**

Problem-solving frameworks, PESTEL and SWOT, the Marketing Mix, McKinsey 7S and the BCG Matrix, applied to real cases.

3**Module 3: Business Communication and Presentation Skills**

Presentation skills, managing the fear of public speaking and the fundamentals of persuasion.

4**Module 4: Basic Financial Accounting**

The income statement, cash flow statement and balance sheet.

- 5 Module 5: Introduction to Big Data Analytics**
What big data is, its sources and how firms use it, with UPS and Bank of America cases.
- 6 Module 6: Digital Skills for the 21st Century Workplace**
File hosting, communication, collaboration, project management and scheduling tools.
- 7 Module 7: Data Visualisation with Excel, PowerPoint and Power BI**
Pivot tables, AI in Excel, PowerPoint visuals and Power BI dashboards.
- 8 Module 8: Career Development and Finding Opportunities**
Staying relevant, networking and finding and securing opportunities.
- 9 Capstone Project**
Apply everything to a real-world business scenario. Required for your certificate.

WHAT IS INCLUDED

Everything you need to launch your career

8 modules

About 20 hours of on-demand video lessons.

Templates and toolkits

Ready-to-use templates for real work.

Assignments and capstone

Practical work you can show employers.

Live Q&A invitations

Scheduled sessions with GAA instructors.

6 months of access

Full access to all content, recordings and resources.

ELAP certificate

A Global Analyst Academy certificate on completion.

WHO THIS PROGRAMME IS FOR

Designed for the start of your career

No prior experience is needed, just ambition and a willingness to learn.

- Fresh graduates and trainees
- Graduate school and MBA aspirants
- Career switchers moving into analyst roles
- Early-career professionals who want structured business skills

FAQ

Frequently asked questions

What is ELAP?

The Entry Level Analyst Program is Global Analyst Academy's practical introduction to business analysis for graduates and early-career professionals: eight modules, assignments and a capstone project.

Do I need experience?

No. ELAP is designed for the start of your career.

How long does it take?

About 20 hours of video across eight modules. We recommend about eight weeks, and you have six months of access.

Will I get a certificate?

Yes. Complete the assignments and the capstone project to receive the ELAP certificate.

When does enrolment open?

Soon. Join the waitlist and we will email you as soon as enrolment opens.

What does it cost?

NGN 50,000.

Can I enrol my graduate trainees?

Yes. Visit our corporate training page or contact us to discuss group enrolment.

Ready to take the next step?

See current fees, dates and how to enrol:

globalanalystacademy.com/elap/

Not sure it is the right fit? Book a free consultation:

globalanalystacademy.com/book