Data Analytics Practitioner Badge

The Data Analytics Practitioner badge recognizes the successful demonstration of foundational skills in data analytics, including proficiency with Python, SQL, and Power BI. Earners have applied statistical methods, created data visualizations, and interpreted datasets to inform decision-making. Through hands-on projects and ethical considerations, earners have shown the ability to work with data responsibly and communicate insights effectively. This badge affirms career-ready competencies in technology, critical thinking, and communication, key skills valued across industries.

Participants must receive a total of 15 points (if no group project is included) or 18 points (if teamwork is assessed). All competencies must be rated at the *Competent* level or higher. Any rating at the *Developing* level will disqualify the participant from earning the badge.

Competency	Demonstrated Competency	Evidence Required	Level: Developing (1)	Level: Competent (3)	Level: Accomplished (5)
Technology	Apply data tools (Python, SQL, Power BI) to analyze real-world problems.	Capstone project using multiple tools; screenshots or code samples.	Uses tools with guidance; limited accuracy or insight.	Applies tools to complete tasks effectively with minimal errors.	Fluently uses tools for advanced analysis and visualization.
Critical Thinking	Analyze datasets to uncover trends, patterns, and insights.	Written analysis dashboard, or project report showing reasoning and insights.	Identifies basic patterns; limited interpretation.	Draws logical conclusions and explains reasoning.	Provide clear and actionable insights to aid the decision-making process based on findings.
Communication	Design and deliver a clear, data-supported narrative.	Final project presentation with slide deck and dashboard.	Communicates findings but lacks clarity or structure.	Communicates insights with structured storytelling and visual clarity.	Engages audience with persuasive, data-driven narrative and visuals.

Professionalism	Adheres to data ethics, timelines, and attendance expectations.	Attendance, assignment and project deadlines, peer/instructor feedback, and discussion posts/ reflections.	Inconsistent participation; limited awareness of data ethics.	Maintains expected professionalism and identifies ethical concerns in data practice.	Demonstrates reliability, integrity, and initiates ethical data practices.
Career & Self-Development	Demonstrate initiative in learning new tools and concepts.	Discussion post or self-assessment with action steps.	Completes assignments reactively with minimal reflection; avoids conflict.	Accepts feedback and shows initiative to improve.	Actively reflects, self-assesses, and applies feedback to grow professionally.
Teamwork *(if group project is used)*	Collaborate on data analysis or visualization tasks.	Peer evaluation or group deliverable.	Participates but may struggle with collaboration or delegation.	Actively contributes and respects others' input.	Facilitates group success and supports others' contributions.

All competencies are aligned with the National Association of Colleges and Employers (NACE) Career Readiness Competencies.