**Target Audience:**

Aspiring data analysts

People who want to learn data analysis as a tech skill

**Benefits:**

How to become a data analyst

Essential skills to become a data analyst

How data analysts analyze data

**Offer:**

Free eBook on how to become a data analyst

Based on this brief, write a compelling and persuasive landing page copy highlighting the benefits of my free eBook in a way that will grab anyone’s attention. Consider the following tone of voice; emotional, informal, and emphasizing on practical skills.