Business Analytics Course

IMS Proschool offers Business Analytics course & training in Mumbai, Pune, Bangalore, Delhi, Thane, Hyderabad, Chennai, Kolkata, Ahmedabad, Kochi, Gurgaon, & Online virtual classes with exam certification from NSE Academy Limited (a wholly owned subsidiary of National Stock Exchange of India Limited).
Index

- Introduction
- What is Business Analytics
- Application of Business Analytics
- Career Path
- Course Outline
- Key features
- Study Options
- Details of the course delivery

To know more about Business Analytics visit:
http://www.proschoolonline.com/certification-business-analytics-course
Introduction

We live in Digital India today and the impact of business analytics couldn’t be more prominent. UID creation through AADHAR card, and other digital initiatives by the Government like MyGov, DigiLocker, Digital India, National Scholarship portal, Dhan Yojna etc. are all based on Data collection and Analytics.

Credit card companies across the world are using Business Analytics to find the most reliable (Credit - worthiness) customer to lend to whereas Telecom companies are using it to find out the possibility of cross-sell, up sell or customer Retention.

Business Analytics and its related terms such as Business Intelligence, Big Data, Data Mining, etc. has become a powerful tool for companies.

McKinsey predicts that by 2018, there will be a 50% gap in the supply of data scientists versus demand. Which clearly means that the demand for Business Analysts is increasing at a breakneck speed.
What is Business Analytics

Business Analytics is the process of converting data into insights. It is “the extensive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based management to drive decisions and actions.” With the increase in the availability of data, Analytics has now become a major differentiator in both the top line and the bottom line of any organization. It is hence not surprising that research has shown that data-driven companies perform 5%-6% better per annum.

One of the primary users of Business Analytics is the Financial Sector. Models that predict credit quality, fraudulent credit card transactions and cross-sell / up-sell possibility are very common in banks, insurance companies, credit rating organizations, etc.
What is Business Analytics?

Analytics is the use of:

- Data
- Information technology
- Statistical analysis
- Quantitative methods
- Mathematical or computer-based models to help managers gain improved insight about their business operations and make better, fact-based decisions.
Examples of Business Analytics

Credit ratings/targeted marketing:

• Given a database of 100,000 names, which persons are the least likely to default on their credit cards?
• Identify likely responders to sales promotions

Fraud detection

• Which types of transactions are likely to be fraudulent, given the demographics and transactional history of a particular customer?

Customer relationship management:

• Which of my customers are likely to be the most loyal, and which are most likely to leave for a competitor?
Major Areas employing Business Analytics Models

- **Risk**
  - Risk based pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting, Risk Profiling, Portfolio Stress Testing

- **Marketing**
  - Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting

- **Supply Chain**
  - Supply and Demand Analysis, Strategic Sourcing, Quality Control, Inventory Analysis, Order Fulfillment Analysis

- **Customer Analytics**
  - Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Segmentation, Cross- Sell or Upsell Models

- **Web Analytics**
  - Click Analytics, Customer Lifecycle Analytics, Social Media Analytics, Sentiment Analytics, Online Traffic Analytics, Conversion Analytics

- **Human Resource**
  - Recruitment Analytics, Compensation Analytics, Talent Analytics, Training Analytics, Retention Analytics, Workforce Analytics
# Career Path of a Business Analyst

<table>
<thead>
<tr>
<th>Timeline</th>
<th>Profile</th>
<th>Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entry</td>
<td>Business Analyst</td>
<td>INR 5,00,000</td>
</tr>
<tr>
<td>Mid-Management</td>
<td>Data Scientist</td>
<td>INR 14,00,000</td>
</tr>
<tr>
<td>Leadership</td>
<td>Senior / Lead Data Scientist</td>
<td>INR 25,00,000</td>
</tr>
</tbody>
</table>
## Major Organizations employing Business Analytics Professionals

<table>
<thead>
<tr>
<th>McKinsey and Company</th>
<th>Citibank</th>
<th>Walmart</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston Consulting Group</td>
<td>ICICI Bank</td>
<td>Amazon</td>
</tr>
<tr>
<td>Morgan Stanley</td>
<td>LIC</td>
<td>IBM</td>
</tr>
<tr>
<td>Microsoft</td>
<td>Airtel</td>
<td>Vodafone</td>
</tr>
</tbody>
</table>
IMS Proschool - Business Analytics Certification Course

- Joint Certification from NSE Academy, IMS Proschool and NSDC. This level of certification is unparalleled in the industry.

- Our course will help you turn data into insights and hence implementable action with the help of techniques from statistics and data mining.

- A three-month hands-on course revolving around data sets and case studies.

- Work on real business cases with hands on experience on Capstone Projects.

- Get additional online training on SQL, SAS Base and TABLEAU.
Training Methodology

- **Techniques**
  - Our techniques (Regressions, Time Series, Classification, Clustering, Market Basket Analysis) cover 90% of the techniques used within the industry.

- **Tools**
  - Our tools (MS – Excel, R and SAS) cover 83% of the tools used within the industry.

- **Application**
  - Our Domains (Finance, Retail and Telecom) cover more than 75% of the domains that use Business Analytics.
Key Features

✓ 3 Months weekend classroom program and Live Virtual classroom program
✓ Comprehensive course content making you Job ready
✓ NSE Academy Exam preparation via rigorous internal assessments
✓ On successful completion of training and assessment on SAS Base, Tableau, Text Analytics, SQL and Capstone Project, candidates will get Certificates from IMS Proschool.
✓ Placement Assistance – Interview grooming
# Syllabus at a glance

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Subject Components</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistical Techniques</td>
<td>Different types of data, Frequency Distributions, Measures of central tendency and dispersion, Basic Probability, Normal Distribution, Central Limit Theorem, Hypothesis Testing</td>
</tr>
<tr>
<td>Regression</td>
<td>Simple and Multiple Linear Regression, $R^2$ and $Adj\ R^2$, ANOVA, Interpretation of coefficients, Dummy Variables, Residual Analysis, Outliers, Logistic Regression, Assumptions, Logistic Function, Chi-Square, -2 Log Likelihood, Classification Table, Interpreting Coefficients, Dependent Variable Prediction</td>
</tr>
<tr>
<td>Forecasting (Time Series)</td>
<td>Time Series vs. Causal Models, Moving Average, Exponential Smoothing, Trend, Seasonality, Cyclicity, Causal modeling using linear regression, Forecast Accuracy</td>
</tr>
<tr>
<td>Data Mining Techniques</td>
<td>Market Basket Analysis, Apriori, FPGrowth, Evaluation Methods: Lift, Kulc, IR, Chi –Square, Classification, Decision Tree Induction, Bayes Methods, Rule-Based Classification, Model Evaluation and Selection, Ensemble Approaches, Clustering, Partitioning Methods, Hierarchical Methods, Density-Based Methods, Grid-Based Methods, Evaluation of Clustering</td>
</tr>
<tr>
<td>Subjects</td>
<td>Subjects Component</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Excel Proficiency</td>
<td>Formatting of Excel Sheets, Use of Excel Formulae Function, Advanced Modeling Techniques, Data Filter and Sort, Charts and Graphs, Table formula and Scenario building, lookups, pivot tables (This module will be conducted on LVC)</td>
</tr>
<tr>
<td>In – Depth R and SAS</td>
<td>Reading and writing data in R, Vectors, Frames and Subsets, Code Writing and R code Debugger, Managing and Manipulating Data in SAS, Creating Charts in SAS, Simple Linear Regression in SAS, Multiple Linear Regression in SAS, Data Mining in SAS</td>
</tr>
<tr>
<td>Orientation on Big Data and Hadoop</td>
<td>Awareness of Big Data and Hadoop, Why is it relevant? The four V’s, Is Big Data = Hadoop?, Big Data and Cloud Computing, Generators of Big Data, Applications of Big Data</td>
</tr>
<tr>
<td>Web Analytics and Mobile BI</td>
<td>Exposure to Web and Mobile Analytics with focus on: Text Analytics, Sentiment Analytics, Click Analytics, Google Analytics, Difference between Web and Mobile Analytics</td>
</tr>
<tr>
<td>Case Studies</td>
<td>Credit Risk Analytics – Financial Domain Case Study, Cross – Sell or Up – Sell – Marketing Domain Case Study, Customer Churn – HR Domain Case Study</td>
</tr>
</tbody>
</table>
How will this course help you?

At the completion of this course you will be able to:

• Understand popular statistical tools such as Multiple Regression, Logistic Regression and Forecasting and where they can be applied.

• Comprehend widely – prevalent data mining techniques such as Classification, Clustering and Market Basket Analysis and where they can be applied.

• Be very comfortable with R, SAS and MS-Excel for Data Analytics Purposes.

• Work with, Understand and Explore real-life data to get a sense of which tools and techniques can be applied.

• Evaluate various models with a strong understanding of each model’s strengths and weaknesses
## Study Options

<table>
<thead>
<tr>
<th>Comprehensive Classroom</th>
<th>Live Virtual Classes</th>
<th>Distance Learning</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 10 Weeks program (weekends)</td>
<td>1. Audio – Video enabled “Live &amp; Interactive training program on CISCO Platform</td>
<td>1. Online reading material</td>
</tr>
<tr>
<td>2. Get trained by Industry experts</td>
<td>2. Learn from the industry experts at affordable cost.</td>
<td>2. Pre – Recorded Video Sessions by Industry Experts</td>
</tr>
<tr>
<td>4. Online study material</td>
<td>4. Clear your subject doubts face-to-face with experts</td>
<td>4. 90 hrs of a blend of tools and techniques</td>
</tr>
<tr>
<td>5. Innovative hands on Learning Methodology</td>
<td>5. Get recorded sessions for future reference.</td>
<td>5. Question &amp; Answer forum for solving your doubts</td>
</tr>
<tr>
<td>6. Well – Designed Skill Set Based Delivery Plan with an ideal focus on techniques and tools</td>
<td>6. 90 hrs training program</td>
<td>6. 4 hrs Live doubt solving session.</td>
</tr>
</tbody>
</table>

IMS Proschool | [www.proschoolonline.com](http://www.proschoolonline.com)
About Proschool

- IMS Proschool is an initiative of IMS learning Resources Pvt. Ltd an organization engaged in training students for last 37 years.

- Proschool was launched in 2006 with the objective of equipping graduates and young professionals, with relevant and current skills through standards-based and thoroughly tested certification programs to enable them to perform in a wide spectrum of business environs.

- Ranked #4 Trusted Brand in Education and 44th amongst Most Trusted Service Brands across India (AC-Nielsen & Brand Equity Study)

- IMS Proschool along with parent organization has trained more than 3 lakhs candidates for different competitive exams and professional courses

- 90 centers across India for Management Training and 7 centers of Proschool for Financial Training

- Proschool has also trained over 20000 professionals from well known organizations like State Bank of India, Bank of India, UTI, Kotak Group, ICICI Group, Sundaram BNP Paribas, Citibank etc.,
Partnerships

Funded by National Skill Development Corporation, a PPP promoted by the Union Ministry of Finance, Govt of India to offer skills based education

Tie-up with National Stock Exchange's NCFM for Certification test administration

Approved learning partner of CIMA (UK) for management accounting qualification

Approved prep provider of CFA Institute, USA for CFA Program

Partner with NISM (National Institute of Securities Market - an Initiative of SEBI) to spread Financial Literacy and Awareness across 135,000 schools in the country.
Corporate Clients

Trained & Certified employees of following Organizations:

- State Owned Banks
- Foreign Banks
- Security Houses
- Mutual Fund Companies
- Insurance Companies
- IT/ITES

THE TIMES OF INDIA
Our Other Programs

Government Approved PG Diploma in Data Science: (Weekday/ Weekend)
9 months Government Approved Program along with Certification on Business Analytics from NSE Academy.

• **Comprehensive coverage** on various analytical tools like R, SAS, Hadoop, Python, Tableau etc.

• **Advanced Analytics**: Learn Text Analytics, Machine Learning, Marketing Analytics, and Retail Analytics.

• **Online Material**: 24 * 7 access to practice material, videos, quizzes, mock tests, etc., to ensure learning efficiency.

• **Mentoring**: Get mentoring from data scientist working in leading companies such as Mckinsey, Deloitte, Mu Sigma, Google, PWC etc.

• **Capstone Project**: A unique learning opportunity to work on a real-life business case and perform data cleaning and analysis tasks.

• **Start-up Projects**: Access to additional live projects from start-ups.

• **Placement assistance**: Candidates will receive 100% placement assistance which includes interview grooming, group discussions, resume writing etc.

To Know more visit us at [http://www.proschoolonline.com/pgd-data-science-course](http://www.proschoolonline.com/pgd-data-science-course)
# Contact us

To Know more visit us at [http://www.proschoolonline.com/certification-business-analytics-course](http://www.proschoolonline.com/certification-business-analytics-course)

Or call your nearest IMS Proschool centre

<table>
<thead>
<tr>
<th>City</th>
<th>Contact no</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bangalore</td>
<td>080-42024234, 9900799981</td>
</tr>
<tr>
<td>Chennai</td>
<td>044-43015724, 9884909158</td>
</tr>
<tr>
<td>Hyderabad</td>
<td>040-66339989, 9701233472</td>
</tr>
<tr>
<td>Mumbai (Andheri)</td>
<td>022-65253090, 9619207323</td>
</tr>
<tr>
<td>Navi Mumbai</td>
<td>022-65285393, 9702506688</td>
</tr>
<tr>
<td>New Delhi</td>
<td>011- 40516955, 9871878870</td>
</tr>
<tr>
<td>Gurgaon</td>
<td>9971414355</td>
</tr>
<tr>
<td>Pune</td>
<td>020-65004735/36, 8888049338</td>
</tr>
<tr>
<td>Thane</td>
<td>7710012857, 9987753387</td>
</tr>
<tr>
<td>Other cities</td>
<td>022-65285393, 9769162050.</td>
</tr>
</tbody>
</table>