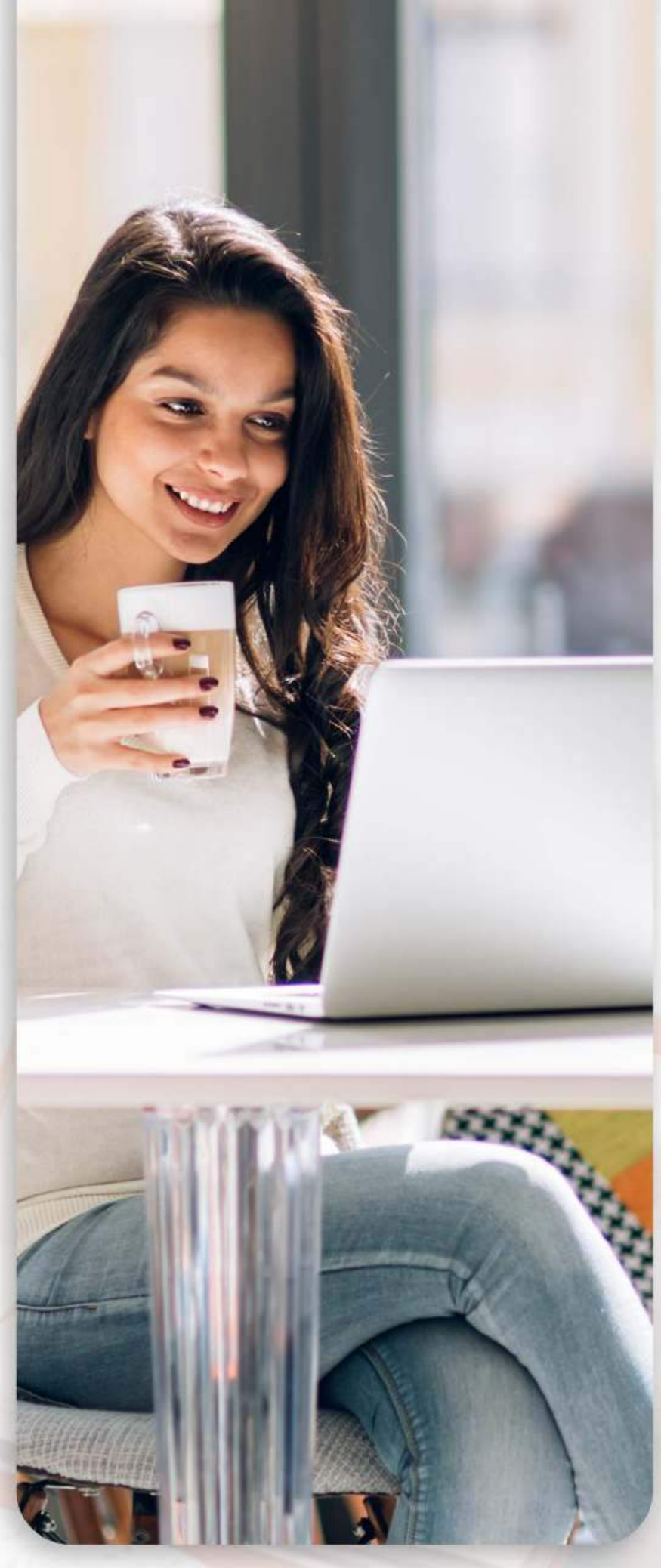

Business Analytics Certification Program

A **Three** month long certification programme with 8+ Industry Project.

Designed for Fresh Graduates.

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About the Course

Technology is ever - changing and so are the industrial demands. People who are resistant to change and unwilling to expand their skill-sets have a high risk of losing their jobs.

Now is the right time to upgrade your skills and learn new technologies because Industries are openly absorbing talent that is well-versed with the latest Technologies, i.e. Business Analytics, Big data, Data Analytics, Data Science etc

To make candidates Industry-ready and to expand their range of skills, Business Toys has designed an industry centered Business Analytics certification Program. This is an online instructor-led certification program.

This program is created to balance the upskilling requirements of students and the industry demands, hence helping students to make an easy transition and upgrade in their career with the desired designation, roles and salary packages.

Key Features

80+ Hours
Instructure-led
online Session

8+ Industry
projects

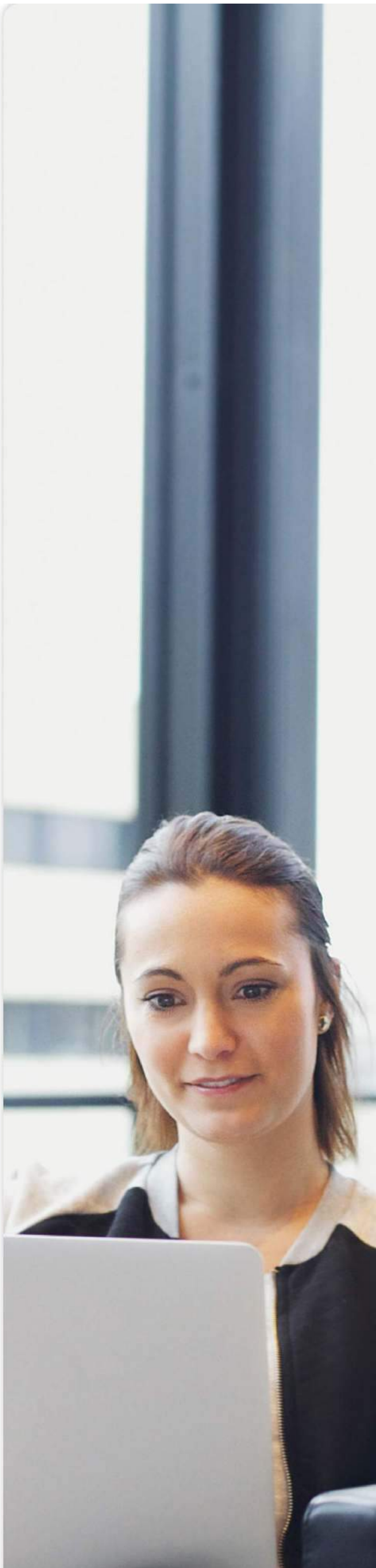
100% Practical
Hands-on session

10+ In-demand
skills

0

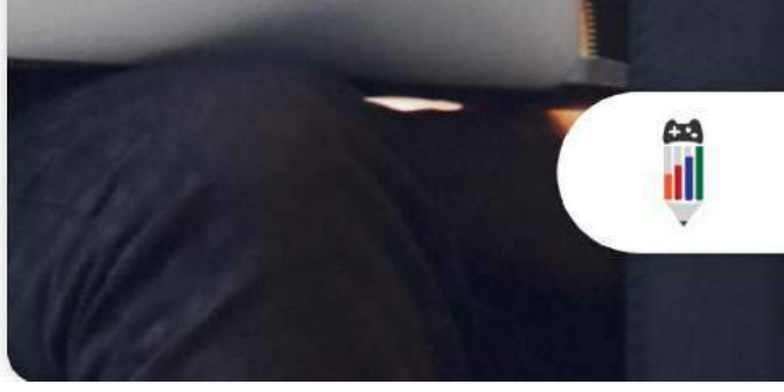
No Cost EMI

Endless Placement
Support



Industry Recognized Certification

Recorded video for every session



Program Outcomes

- Gain in-depth understanding about statistics – Descriptive Statistics & Inferential Statistics.
- Get detailed understanding of covariance, co-relation, linear and non-linear regression.
- Get skilled in usage of python for Data Analytics and get comfortable using important libraries like pandas, numpy, scipy, sklearn, seaborn, etc.
- Get proficient in using modern databases like MySQL, which is an essential skill as a part of data extraction.
- You will be able to visualize data and build dashboards to tell story about the data using Tableau.

Who should enroll for this Program?

Data Analytics roles require a blend of domain experiences, Data Analytics skills, Programming skills and skills related to tools and technologies like Excel, Tableau, etc. This career is best suited for College Graduate / Post-Graduates. Candidates from any educational background with interest towards technology, data analysis and possessing analytical mindset are best suited for taking up Business Analytics Certification Program.

- ☑ College Graduates

Preparatory Course

This course is specifically designed for new-bees in data analytics with not prior experience with data and statistics. Course is completely focused on use of Microsoft Excel for Analyzing Data because learners will be focused on learning important aspects of statistics without much of hassle to deal with programming aspects. This course prepares you to understand semantics of the data, data analysis framework and provides a string foundation to statistics for Data Analytics.

Course curriculum:

- Exploratory Data Analysis for a Mobile & Electronics company (A practical use-case)
  - Understanding problem statement
  - Understanding types of Data
  - Analysis of categorical data
  - Univariate Analysis
  - Histograms, boxplots, density plots
  - Cross Tables
  - 3M Analysis of numerical data
  - Concept of percentiles and ranges
  - Univariate analysis and multivariate analysis
  - Creating dashboards using Excel
- Introduction to statistics, Descriptive statistics – detailed understanding of central tendency, dispersion, kurtosis, skewness, normal distribution and its importance, visualizing distributions.
- Different types of probability distributions, Bernoulli and Binomial Distribution, Log normal distribution, power law distribution, Box cox transform.

- Covariance and correlation, correlation vs causation
- Inferential Statistics – population and sample, central limit theorem, confidence interval, discrete and continuous distributions, Hypothesis testing, t-test and different types, Anova, CHI Square test.

» **Number of assignments: 3**

Essentials of Data Bases – SQL

Database handling using SQL:

- SQL: Introduction to Databases, Why SQL, Execution of an SQL statement, SQL Dataset, Installing MySQL.
- SQL Commands – USE, DESCRIBE, SHOW TABLES, SELECT, LIMIT, OFFSET, ORDER BY, DISTINCT, WHERE, Comparison operators, NULL, Logical operators.
- Aggregate functions : COUNT, MIN, MAX, AVG, SUM, GROUP BY, HAVING, Order of keywords, Join and Natural joins, Inner, Left, Right, Outer join, SubQueries/Nested Queries/Inner Queries.
- DML: INSERT, UPDATE, DETELE, CREATE TABLE, ALTER, ADD, MODIFY, DROP, DROP TABLE, TRUNCATE, DELETE, DCL: GRANT, REVOKE, Learning resources.

» **Number of assignments: 2**

Data Storytelling using Tableau

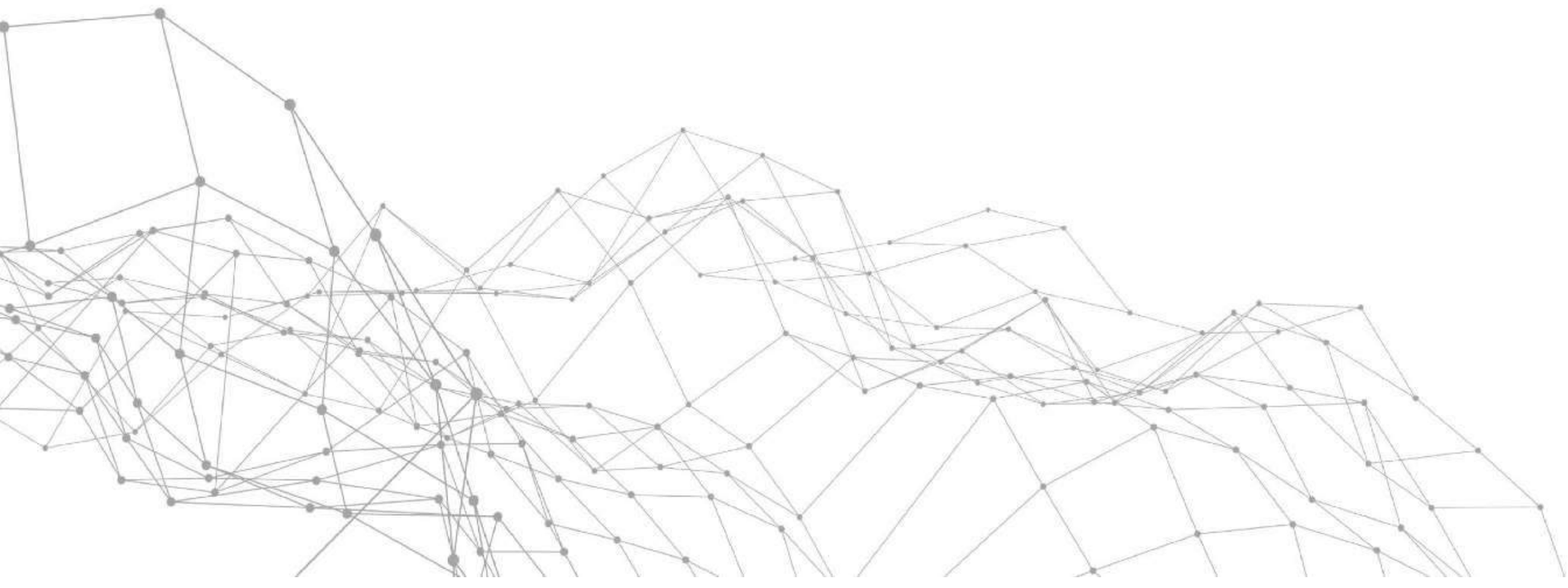
In this module, you will be able to master various aspects of Data Visualization and reporting. You will learn to build various types of advanced visualizations, providing user interactivity, building dashboards and stories. Moreover, you will also learn to map statistical concepts and data connections. It is very much essential for every Data Analytics professional to be able to present their analysis to decision makers in much easier way, for which this module will very helpful.

Course curriculum:

- Getting familiar with Tableau interface
- Establishing Database connections
- Simple exploratory data analysis using simple charts
- Data manipulations and creating calculated fields
- Exploratory Data Analysis and Data Manipulation
- Dashboards and stories
- Building advanced visualizations like Heat maps, Tree maps, Waterfall,

Pareto, Gantt Chart, Sankey Chart, etc.

» **Number of assignments: 3**



Python Programming for Data Analytics

This module will introduce the learner to the basics of the python programming environment, including fundamental python programming techniques such as lambdas, reading and manipulating csv files, and the numpy library. The course will introduce data manipulation and cleaning techniques using the popular python pandas data science library and introduce the abstraction of the Series and DataFrame as the central data structures for data analysis, along with tutorials on how to use functions such as groupby, merge, and pivot tables effectively. By the end of this course, students will be able to take tabular data, clean it, manipulate it, and run basic inferential statistical analysis.

Course curriculum:

- Introduction to python IDEs – Anaconda Distribution: Jupyter Notebook, VSCode, Spyder.
- Why learn python, keywords and identifiers, commends & indentations, variables and data types, operators.

- Control flow: If and else statements, While Loop, For Loop, Break and continue.
- Data structures: Lists, Tuples, Sets, Dictionary, Strings.
- Functions: Introduction to python user defined functions, Lambda functions, Modules, Packages, Exception handling, Debugging.
- Numpy and Pandas: Why Numpy and pandas, different operations and functions associated with Numpy and Pandas.
- Other important packages – Matplotlib, seaborn, scipy, sys, etc.

Number of assignments: 2

Certificate

Manikanta Prasad
Vice President - University Connect
Business Toys Pvt.Ltd

Omkar Raikar
Director
Business Toys Pvt.Ltd

Business Analytics Certification Program

- Internationally recognized certificates
- Unique Certificate identification number for authentication
- Real time validation check through the website
- Accepted by top multinationals

Chief Course Mentors

Omkar Raikar

Omkar heads Global Operations & Delivery of Analytics Products and solutions at Basal Analytics. He is also a co-founder at Business Toys Pvt. Ltd. Omkar has overall 9 years of Data Science experience with expertise in advanced Data Science applications like Natural Language Processing, Machine Learning, AI Product Development.

Manikanta Prasad

Mr. Manikanta Prasad is a Vice President at Business Toys Private Limited. He has 5+ years of experience working as a Data Scientist and has mentored 1000+ professionals to make a career transition in Data Science. He is an expert in Decisions Science using data for Businesses across sectors like FMCG, Retail and E-commerce.

Harika Samala

Harika Samala is a Data Science expert with 4+ years of experience working with top FinTech companies in India. Her areas of expertise are Natural Language Processing and Computer vision. She loves doing research in the field of advanced computing and Artificial Intelligence and is contributing a lot in educating Data Science enthusiasts in building their dream career.

Student Reviews

Shreyashree Sarkar | amazon

I found they are truly professionals and deliver what they promise. I had never imagined I will be so comfortable using various tools but the team made it very easy for me.

Abhinav Verma | MARKELYTICS Your Global Research Partner

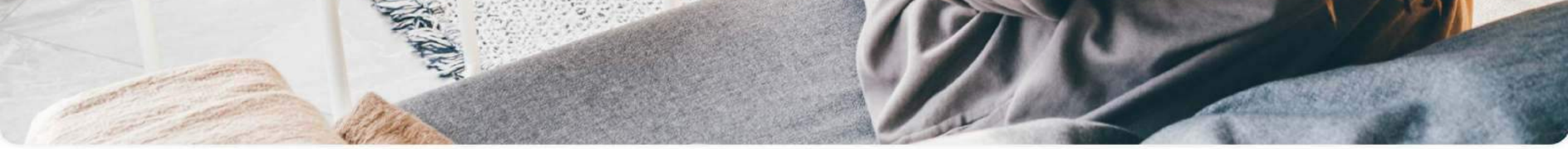
You can trust Business Toys when it comes to their Analytics courses blindly. I really owe respect to all the trainers for their knowledge and industry experience they carry.

Jaylan El-waily | SAMSUNG

I completed my Business Analytics Certification from Business Toys and it really helped me to fetch a job.

Ajay Gupta | amazon

Business Toys helped me with preparing my resume which really stood out and was shortlisted for almost every company which came for campus recruitment's.



FEE STRUCTURE

Total Fees - **₹35,400** (Incl.GST)
Registration Amount - **₹2,000** (Refundable)

Option 1

- 1st Installment - **₹16,700**
- 2nd Installment - **₹16,700**

Option 2

- **No Cost EMI for 9 Months or 6 Months**
- **Monthly EMI ₹3711/ Month or ₹5566/Month**

BUSINESS TOYS

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