

## **Business analytics**

### **Pedagogy:**

- Online instructor-led training

### **Learning Outcomes:**

- Use R to clean and analyse data
- Use inferential and descriptive statistics to make business decisions
- Create dashboards and stories
- Build real-time predictive models using appropriate techniques
- Connecting excel with live data from websites
- Segment customers into various groups based on their patterns.

### **Modules Covered:**

- Fundamentals of Business Analytics
- Spreadsheet Modelling using Advanced Excel
- Data analysis and cleaning using R
- Predictive modeling using R
- Art of storytelling using Visualisation.

### **Duration of the programme: 120 Hours**

Business analytics is the practice of using data and statistical methods to analyze past business performance and make informed decisions for future strategies. It involves collecting, cleaning, analyzing, and interpreting data to identify trends, patterns, and insights that can help businesses optimize their operations and increase profits. Business analytics can be used in various areas of business, such as marketing, finance, operations, and human resources. It can also involve the use of predictive models and machine learning algorithms to forecast future outcomes and help businesses make data-driven decisions.

**Career Opportunities** The career opportunities for individuals with a Business Analytics course are excellent. With the ever-increasing demand for data-driven decision-making, companies across all industries are seeking professionals who can analyze and interpret data to drive business performance. Some of the job roles that individuals can pursue after completing a Business Analytics course are:

1. Business Analyst
2. Data Analyst
3. Data Scientist
4. Business Intelligence Analyst
5. Marketing Analyst
6. Financial Analyst
7. Operations Analyst
8. Management Consultant
9. Product Manager
10. Project Manager

These job roles can be found in various industries, such as banking and finance, healthcare, retail, e-commerce, manufacturing, and consulting. The salary range for these job roles also varies based on the industry, location, and years of experience. However, individuals with a Business Analytics course can expect a good starting salary and ample opportunities for career growth.

Eligibility: B.Com/BBA/M.Com

Course Fee: ₹18,000(Rupees Eighteen Thousand Only)

**Institutional Partner: KPMG**

KPMG entities in India are established under the laws of India and are owned and managed (as the case may be) by established Indian professionals. Established in August 1993, the KPMG entities have rapidly built a significant competitive presence in the country. KPMG in India offers instructor-led and hands-on training in business analytics, and machine learning for working professionals and students. Their course facilitators can help students to understand the concepts of business analytics, machine learning, and visualisation using tools like R, Tableau, and Advanced Excel. The course is in-depth covering various aspects of business analytics and machine learning with practical modules, case studies, and the application of these concepts in industry scenarios. Participants are provided with simulated industry data to facilitate in-depth exposure to analytical and statistical tools and techniques.