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).

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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 Analtyics

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

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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

Timeline	Profile	Median Salary
Entry	Business Analyst	INR 5,00,000
Mid-Management	Data Scientist	INR 14,00,000
Leadership	Senior / Lead Data Scientist	INR 25,00,000

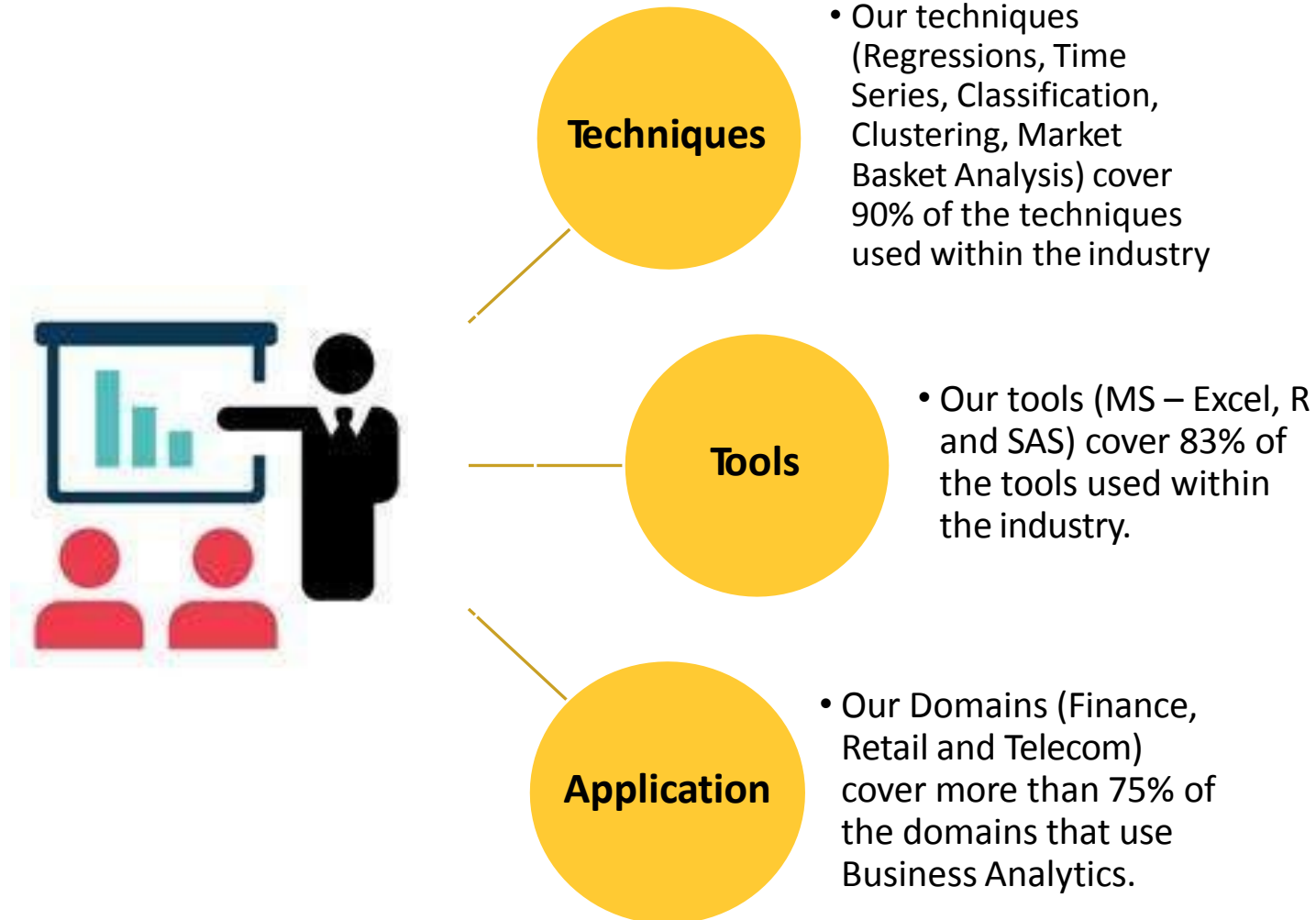# Major Organizations employing Business Analytics Professionals

McKinsey and Company	Citibank	Walmart
Boston Consulting Group	ICICI Bank	Amazon
Morgan Stanley	LIC	IBM
Microsoft	Airtel	Vodafone

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

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- ✓ 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

Subjects	Subject Components
Statistical Techniques	Different types of data, Frequency Distributions, Measures of central tendency and dispersion, Basic Probability, Normal Distribution, Central Limit Theorem, Hypothesis Testing
Regression	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
Forecasting (Time Series)	Time Series vs. Causal Models, Moving Average, Exponential Smoothing, Trend, Seasonality, Cyclicity, Causal modeling using linear regression, Forecast Accuracy
Data Mining Techniques	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

Syllabus Continued…

Subjects	Subjects Component
Excel Proficiency	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)
In – Depth R and SAS	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
Orientation on Big Data and Hadoop	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
Web Analytics and Mobile BI	Exposure to Web and Mobile Analytics with focus on: Text Analytics, Sentiment Analytics, Click Analytics, Google Analytics, Difference between Web and Mobile Analytics
Case Studies	Credit Risk Analytics – Financial Domain Case Study, Cross – Sell or Up –Sell – Marketing Domain Case Study, Customer Churn – HR Domain Case Study

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

Comprehensive Classroom	Live Virtual Classes	Distance Learning
1.10 Weeks program (weekends)	1.Audio – Video enabled "Live & Interactive training program on CISCO Platform	1.Online reading material
2. Get trained by Industry experts	2. Learn from the industry experts at affordable cost.	2.Pre – Recorded Video Sessions by Industry Experts
3.Work with at least two data sets per topic besides real –life case studies	3.Numerous Data Sets and Real – Life Case Studies	3.Numerous Data Sets and Real – Life Case Studies
4. Online study material	4. Clear your subject doubts face-to-face with experts	4.90 hrs of a blend of tools and techniques
5. Innovative hands on Learning Methodology	5. Get recorded sessions for future reference.	5.Question & Answer forum for solving your doubts
6.Well – Designed Skill Set Based Delivery Plan with an ideal focus on techniques and tools	6. 90 hrs training program	6. 4 hrs Live doubt solving session.
7. Regular Assessments	7.Regular Assessments	7.Regular Assessments

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**

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

Contact us

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http://www.proschoolonline.com/certification-business-analytics-course
Or call your nearest IMS Proschool centre

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Hyderabad	040-66339989, 9701233472
Mumbai (Andheri)	022-65253090, 9619207323
Navi Mumbai	022-65285393, 9702506688
New Delhi	011- 40516955, 9871878870
Gurgaon	9971414355
Pune	020-65004735/36, 8888049338
Thane	7710012857, 9987753387
Other cities	022-65285393, 9769162050.

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