



What are your career goals this year?

- ✓ Master analytical and data science skills
- ✓ Learn from the best & get mentored by an industry expert
- ✓ Network with leaders & other like-minded professionals
- ✓ Land your dream job in the dynamic analytics industry

POST GRADUATE PROGRAM IN

DATA ANALYTICS



Case Study Partners:



Program Highlights

The Post Graduate Program in Data Analytics is a 450+ hour training course covering foundational concepts through hands-on learning of leading analytical tools such as R, Python, SAS, Hive, Spark and Tableau. Over the course of 3 semesters, candidates will not only acquire theoretical knowledge of data science tools, but will also gain exposure to business perspectives and industry best practices through case studies, in-class projects, a live capstone project, hackathons, guest lectures, and industry mentorship sessions.

CURRICULUM



EXPERIENTIAL LEARNING

Real-world case studies, in-class projects and live capstone project to internalize key concepts



INDUSTRY-ENDORSED CURRICULUM

Holistic, practically-driven curriculum designed by industry experts to ensure job readiness

INDUSTRY CONNECT



INDUSTRY MENTORSHIP

Dedicated industry leaders to guide you through any career related queries and chart your career roadmap



IMARTICUS IMMERSION

Exchange ideas and interact with industry experts at Imarticus' networking events

EMPLOYMENT ASSISTANCE



CAREER SERVICES

Supercharge your employability through mock interviews, resume building, and assured placements at leading Analytics firms



PLACEMENT-DRIVEN HACKATHON

Competitive programming hackathons with additional placement opportunities awarded to winners

TECH-ENABLED LEARNING



SMART CLASSROOM

Learning via technologically-enhanced classroom training, augmented by live lecture recording and your very own cloud-based lab



LMS

Exclusive access to Imarticus' learning portal for learning & networking opportunities

EXPERIENTIAL LEARNING

CASE STUDIES

Our case studies are developed in partnership with both industry leaders and innovative disruptors to develop your understanding of businesses in various stages of their life cycle. Each case study covers a different aspect of the curriculum giving you an in-depth understanding of how analytics professionals solve real business problems.



Forecasting customer demand for an apparel retail store chain

Forecast monthly demand on product category on an individual store level with a lead time of 3 months



Predicting the propensity of a customer to utilise credit limit for a small business lending firm

Identify variables in the dataset that influence the nature of credit utilisation of a customer



Customer Segmentation to generate insights for targeting marketing campaigns

Apply behavioural, demographic and geographic criteria to determine the right segments for marketing campaigns



Predicting the propensity of a customer to claim insurance for the financial year

Build a model to predict customer claim utilization rate by identifying patterns in the dataset

ABOUT THE COMPANIES

Convergtycs is a business analytics solutions provider focusing on CRM, Marketing, Online & Pricing Analytics

Kabbage, Inc. is a financial technology company that funds small businesses and consumers

Infinite Analytics is an AI platform for e-commerce that enables easier product discovery and purchase

Fino Payments Bank is a business and banking technology platform enabling end-to-end customer sourcing and servicing

IN-CLASS PROJECTS

The program is designed in a unique way and incorporates real-world projects that cover essential data science tools and techniques. This project-based learning approach will help you internalize data analytics concepts and learn how to practically apply various data science tools efficiently.

PROJECT 1 Retail store data analytics using Hive

PROJECT 5 Real estate price prediction - Linear Regression using Python

PROJECT 2 Ecommerce customer segmentation using Spark

PROJECT 6 Credit risk analytics using SVM in Python

PROJECT 3 Credit risk analytics using Logistic Regression and Decision Trees

PROJECT 7 Retail store data analytics with SAS

PROJECT 4 Network intrusion threat detection using ANN/Ensemble Models

PROJECT 8 Data Visualization - gain insights using Tableau



LIVE CAPSTONE PROJECT

On completion of the program, students will get an opportunity to work on one live capstone project for our industry partners. A project mentor will guide students throughout the project and evaluation will be conducted by industry experts.

TRAINING METHODOLOGY

INSTRUCTION

LIVE CLASSROOM LECTURES WITH INSTRUCTOR VIDEOS



Live classes with our expert faculty supplemented by engaging HD videos to deep dive into each topic.

Benefits:

- In-depth understanding of concepts
- Real-time interaction & query resolution
- Hands-on experience

Used for:

Live instruction by expert faculty and hands-on practice in our labs.

REINFORCEMENT

PROJECTS & CASE STUDIES WITH OUR INDUSTRY PARTNERS



Practical learning through guest lectures, projects, hackathons & case studies.

Benefits:

- Develops practical know-how & business understanding
- Tackle subjects & questions outside the remit of the course
- Solve real-world problems through analytics

Used for:

Learning real-world applications of key tools and frameworks using case studies.

ASSESSMENTS

QUIZZES, ASSIGNMENTS & EXAMS



Work on quizzes and assignments to test your knowledge through the LMS, along with mock interviews & exams.

Benefits:

- Gauge your progress throughout the program
- Identify areas of improvement and learning gaps
- Build confidence for the program's placement phase

Used for:

Ensuring consistent progress over the course of the program and preparing for placements.

INDUSTRY ENDORSED CURRICULUM

The PGP in Data Analytics features a cutting-edge industry-aligned curriculum, that offers the perfect blend of statistics, technical and business knowledge. The curriculum has been designed in consultation with multiple industry leaders to ensure that you learn exactly what employers need.

SEMESTER 1

DATA ANALYSIS, SCIENCE AND BIG DATA HADOOP

DATA ANALYSIS

Overview of Analytics | Data Analysis | Data Management

PROGRAMMING BASICS

Java Basics | Linux Commands | SQL Basics

BIG DATA AND HADOOP

Hadoop Eco-system | HDFS, YARN, MapReduce | Pig, Hive, Hbase | Spark and Scala | MapReduce | Hbase | Sqoop and Flume – Data Ingestion | Using Oozie | Spark and Scala

DATA SCIENCE

Design of Experiments | Probability Theory | Linear & Logistic Regression | Time Series | Machine Learning | Bayesian Network & Neural Network Models

FUNCTIONAL ANALYTICS

Project 1: Airline Trends and Revenue Management in Hive

Project 2: Customer Segmentation in Spark

JOB-READINESS

Business Communication | Resume Writing | Quantitative Aptitude | Viva/ Mocks

INDUSTRY ENDORSED CURRICULUM

SEMESTER 2

R, PYTHON

R

Linear & Logistic Regression | Decision Trees & Segmentation | Time Series
KNN, Naïve Bayes, ANN, Support | Vector Machines | Credit Risk Analytics
Association Rule Mining | Time Series | Naïve Bayes Algorithm

PYTHON

Data Frame Manipulation | Natural Language Processing | Image Processing
Machine Learning | Visualization | K Nearest Neighbours Algorithm for
Classification | Clustering and Webscraping

FUNCTIONAL ANALYTICS

Project 3: Intrusion Threat Detection Model

Project 4: Property Price Prediction

Project 5: Home Loan Default Prediction Model in R

Project 6: Home Loan Default Prediction Model in Python

JOB-READINESS

Course Review/Overall Evaluation | Qualitative Aptitude | Capstone Project
Framework Induction

SEMESTER 3

SAS, TABLEAU, INTERVIEW PREP

BASE SAS

SAS Basics | Reading and Manipulating Data | Data Transformations |
Restructuring Dataset

TABLEAU

Working with Tableau | Visualization in Depth | Data Organization & Mapping
Dashboards & Data Presentation

FUNCTIONAL ANALYTICS

Project 7: Retail Store Insights through Data Mining

Project 8: Visualization using Order Transaction Data for an Online Retail Company

JOB-READINESS

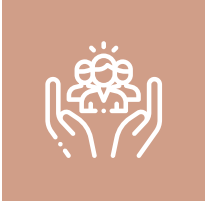
Mock Interview/VIVA (1:1 Session) | Interview Preparation – HR & Domain |
Mock Interviews – HR and Domain (1:1 Session) | Mock Interviews – External
Industry Experts | Capstone Project Presentation



MENTORSHIP

A dedicated student engagement manager and an industry mentor with over a decade of experience will guide you on the most suitable career path based on your skills and interests and resolve your career-related queries throughout your learning journey with Imarticus.

They will help you with:



ACADEMIC ASSISTANCE

- Provide unparalleled 1:1 support and guidance
- Help execute in-class assignments and case studies
- Discuss and identify learning gaps and offer solutions such as refresher sessions and one-on-one project feedback



CAREER ASSISTANCE

- Maintain close interaction with students during the career assistance and placements phase of the program
- Talk you through industry insights and best practices
- Provide you with interview tips and job search advice



MONITOR PROGRESS

- Set learning goals
- Discuss your progress status with trainers and other industry mentors on a regular basis to ensure consistent advancement

RESEARCH SHOWS THAT THROUGH MENTORSHIP YOU ARE:

20%

more likely to get a raise

5x

more likely to get promoted

Source: **Forbes**

IMARTICUS IMMERSION

Imarticus Immersion is an industry-driven networking event that we organize for our students to provide them with an opportunity to:



Network with industry veterans



Gain valuable insights from industry speakers



Connect with Imarticus' alumni group



Participate in the batch convocation ceremony

CAREER SERVICES

The Career Assistance Services (CAS) team works hand-in-hand with you from the first placement session during the program launch right until the final mock interviews on course completion. We thoroughly prepare you to be interview-ready and ensure you land your dream job.



PLACEMENT-DRIVEN HACKATHONS

Our hackathons are sponsored by leading Analytics firms and offer students a competitive platform to solve real-world business problems and gain hands-on experience of in-demand analytics tools. The winners will be awarded with additional interview opportunities through our placement partners.

PLACEMENT PARTNERS

DIVERSE JOB ROLES

Students will receive placement opportunities across diverse job roles at leading Analytics firms with an average salary of 3 – 7 lakhs per annum.



DATA ANALYST



BUSINESS INTELLIGENCE ANALYST



SAS ANALYST



BUSINESS ANALYTICS SPECIALIST



JUNIOR DATA SCIENTIST



CRM ANALYST



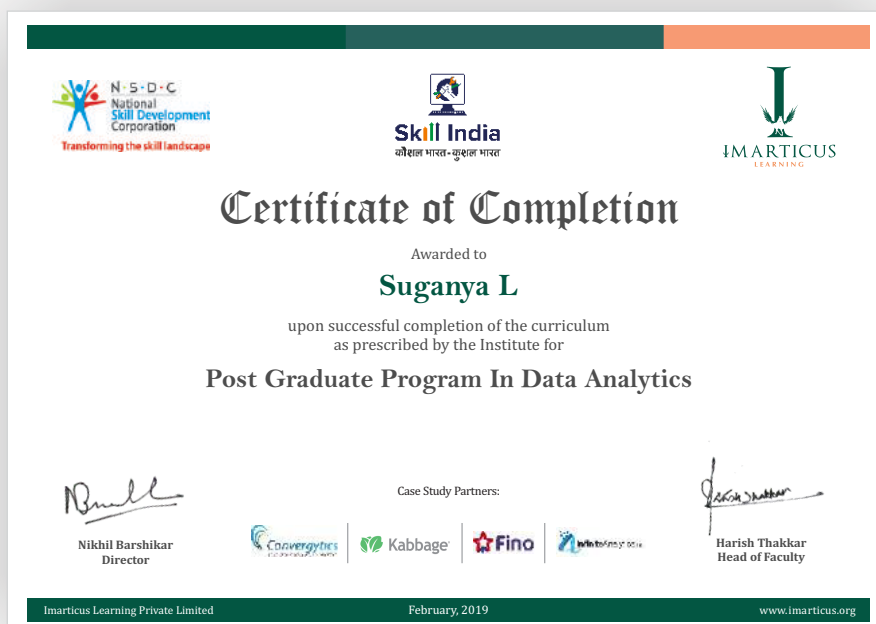
DATA SCIENTIST



WEB & SOCIAL MEDIA ANALYST

CERTIFICATION

On completion of the Post Graduate Program in Data Analytics, aspirants will receive an industry-endorsed Certificate of Achievement.



SMART CLASSROOMS

Never Miss a Class!

All your lectures and classes are recorded and archived in our state-of-the-art learning management system. The lectures are then made available to our students to enable them to refer to the lectures and brush up on challenging concepts.

BENEFITS:

- Digitally enhanced learning experience
- High quality HD smart lecture recording system (get access to recorded lectures in HD quality)
- Access recordings anytime anywhere

LEARNING MANAGEMENT SYSTEM

Our postgraduate students receive exclusive access to our hi-tech learning management system (LMS) that ensures a seamless self-paced online learning experience.



KNOWLEDGE REPOSITORY

24/7 access to high-quality self-paced videos curated by industry leaders



SELF-PACED LEARNING

Anytime access to all your recorded lectures, presentations and study material



TRACK YOUR PROGRESS

Track and monitor your learning curve for the duration of the course



HONE YOUR SKILLS

Work on quizzes and assignments to test your knowledge through the LMS



OFFLINE LEARNING

Download all your lectures and study material and learn anytime, anywhere!

FACULTY

Our teaching staff comprises specialists and working professionals from renowned Financial Services and Analytics firms such as JP Morgan, Nomura, Genpact, Accenture, Citibank and Barclays and possess over 150 years of combined domain expertise that ensures your learning is industry-relevant and extremely job-specific.

4.7

Overall Rating

4.6

Experiential Learning
& Practicality

4.8

Presentation Skills &
Delivery

4.7

Enthusiasm for the
Subject

4.7

Course Preparation
& Organisation



ARUN UPADHYAY | SAS and R

Arun has over 14 years experience in Information Technology and has conducted SAS training for Infosys, Wipro, IBM, Genpact, ICICI Bank, Reliance Mutual Fund among others. Arun is a certified, accredited IT professional who has successfully trained more than 10,000 students in different technologies like SAS and R. Having previously worked as a trainer for companies such as Aptech, NIIT, Ultramax Infonet Education Pvt. Ltd., and Vistaar Systems Pvt. Ltd., Arun is uniquely qualified with many international Microsoft certifications such as MCAD, MCPD, MCTS etc. and he is also a Microsoft-certified trainer.



VINAY BORHADE | Python, ML, Deep Learning and R Programming

Vinay's tech expertise includes AI - Machine Learning, Python, PL-SQL, and Big Data - Netezza, Java/J2EE. Having served more than 10 years with Bank of America (Merrill Lynch), he has worked on projects like Finance, Liquidity and Capital Risk (Regulatory Reporting) and has won repeat business from clients for BOA using technologies like Machine Learning, Capitalize: Data Analytics, Quartz, Python, IBM Netezza, Oracle (Hexadata). Vinay started his Career with Patni Computer Systems and Zinc as Sr. Software Engineer and has gained knowledge and expertise in BFSI domain. He is a B.E in computers from Mumbai and has strong techno-functional skills.



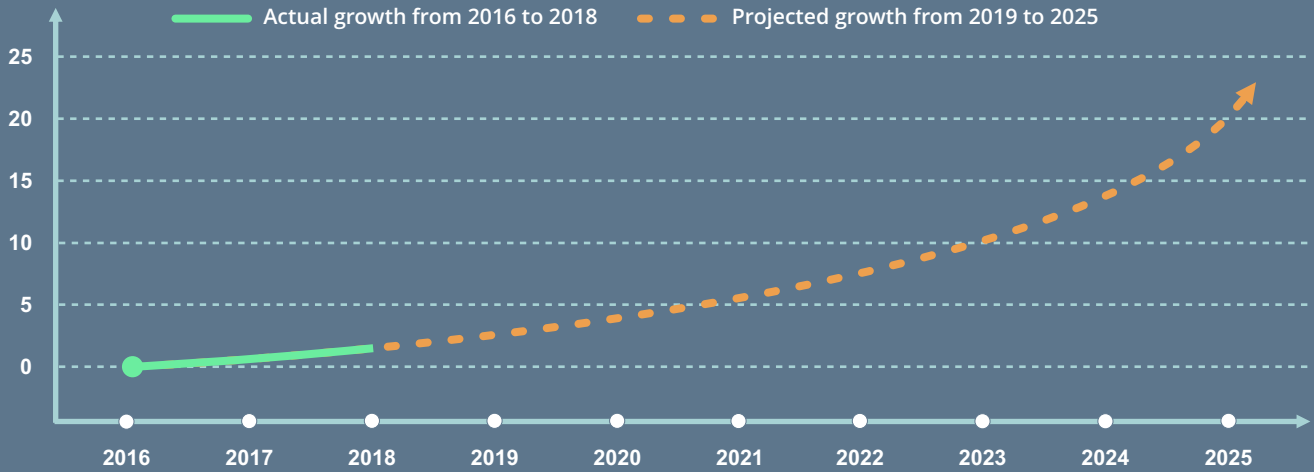
THARANGINI VIJAY KUMAR | Basic and Advanced Statistical Techniques, R, Python

Tharangini has over nine years of experience in design, development and implementation of Statistical Models and Machine learning approaches across domains such as Healthcare, BFSI and Retail. During her stint at NIMHANS and Mphasis, she played a vital part in several Multicentric/ Multi institutional projects on deploying machine learning algorithms in patient health management, customer churn modelling, customer 360 modelling and infrastructure improvement. Her areas of specialisations are Statistical Testing and advanced modelling, Machine learning, Survival analysis, SEM models, NLP. She is an expert in analytical tools such as R, SPSS and Python and also has a good understanding of the Hadoop ecosystem.

INDUSTRY LANDSCAPE

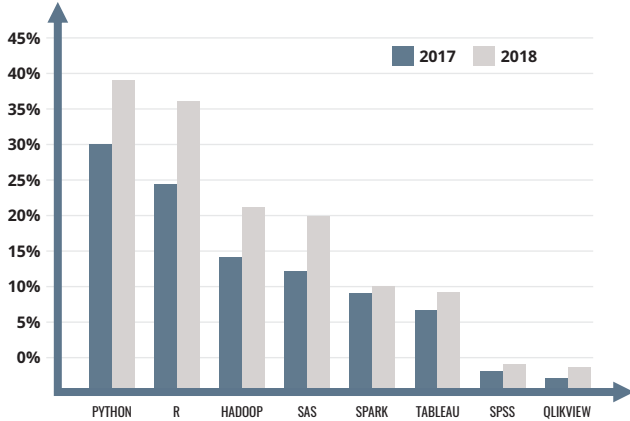
Analytics, data science and big data industry in India is currently estimated to be \$2.71 billion annually in revenues, growing at a healthy rate of 33.5% CAGR.

ANALYTICS REVENUE OVER YEARS

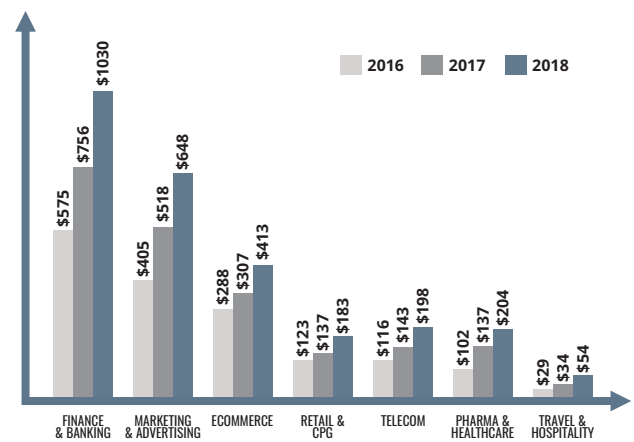


Of the annual inflow to analytics industry, almost 11% can be attributed to advanced analytics, predictive modelling and data science. A sizeable 22% can be attributed to big data.

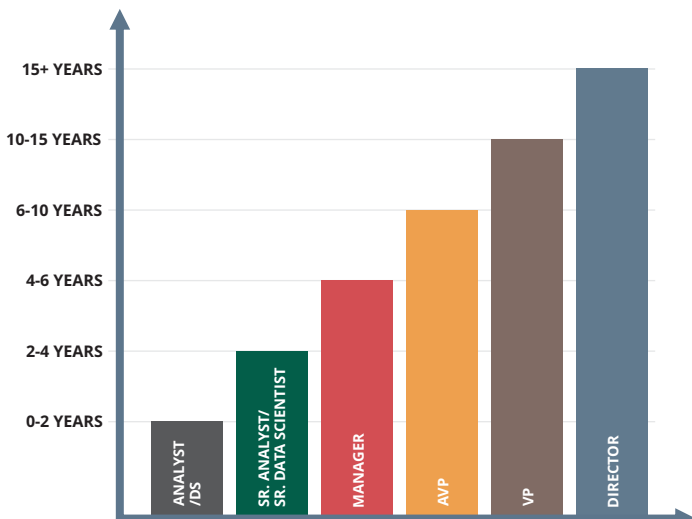
PERCENTAGE OF ANALYTICS JOBS ACROSS TOOLS



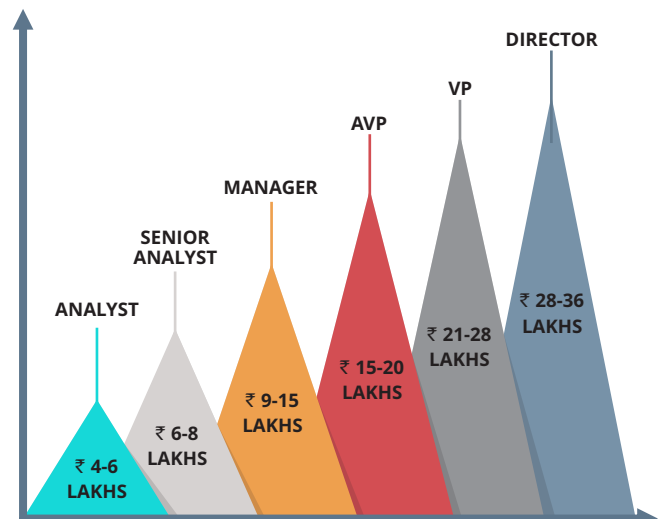
ANALYTICS MARKET SIZE BY SECTOR, IN \$MM



CAREER TRAJECTORY



AVERAGE SALARY



Student Reviews

Speaking about my experience, I really loved and enjoyed every step of learning Data Science with Imarticus. Continuous engagement in the deliverance of important knowledge with simultaneous practical exposure made me compatible with the learning experience. The curriculum is extremely informative and outstanding by nature. Their learning atmosphere is highly unique. The trainers and the professors are equally supportive and are eager to clear your doubts and lacunas. By doing the Data Analytics course here, I secured a job for me.

- Karen Soares



Placed at:  peel-worx
Higher brand presence

I believe Imarticus Learning is a great and outstanding institute. One who is looking forward to kick-start his or her career in Data Analytics needs to go for Imarticus. Their teaching faculty is highly experienced and deliver the knowledge effectively. Not only the curriculum is extensive and informative, but you get to work on the real-world problems related to Data Analytics. Whenever any doubts or confusion arises, you will find yourselves accompanied by an experienced faculty to solve the problems.

- Febin George



Placed at:  Infosys

Admission

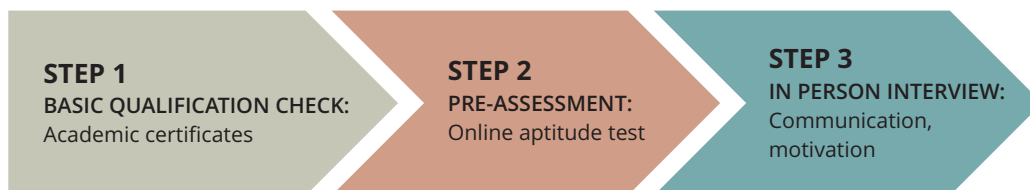
The PGP in Data Analytics is ideal for students and professionals who are interested in working in the analytics industry and are keen on enhancing their technical skills with exposure to cutting-edge practices.

ELIGIBILITY

Recent Graduates: Individuals with graduate or post graduate degrees in information technology or engineering.

Professionals: Professionals with 0 - 2 years of experience in the domains of engineering, IT and software development.

ADMISSION PROCESS




OUR CAMPUSES

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