

Business Analytics / Business Intelligence Program

Learn how to use Analytics
to achieve the Business Objectives

Program Background

While the curiosity in analytics and resulting benefits are growing day by day, organizations are tested by the unpredictability and disruption that business environment can create. To overcome this, organizations must follow an approach of revealing the insight in their data to drive business decisions. For this to happen, one needs Business, Analytical, Organizational and Technological knowledge, which is the focus of the program.

Digital data availability has increased tremendously over a period of time with implementation of enterprise applications like ERP, SCM, CRM and Electronic Payment Systems apart from Electronic Governance initiated by Govt. organizations at Center & State level. However, there is an acute shortage of professionally trained personnel at middle & senior management level who understand the potential of Big Data Analytics, who can translate analysis outcome and integrate it with overall business strategy of the organization.

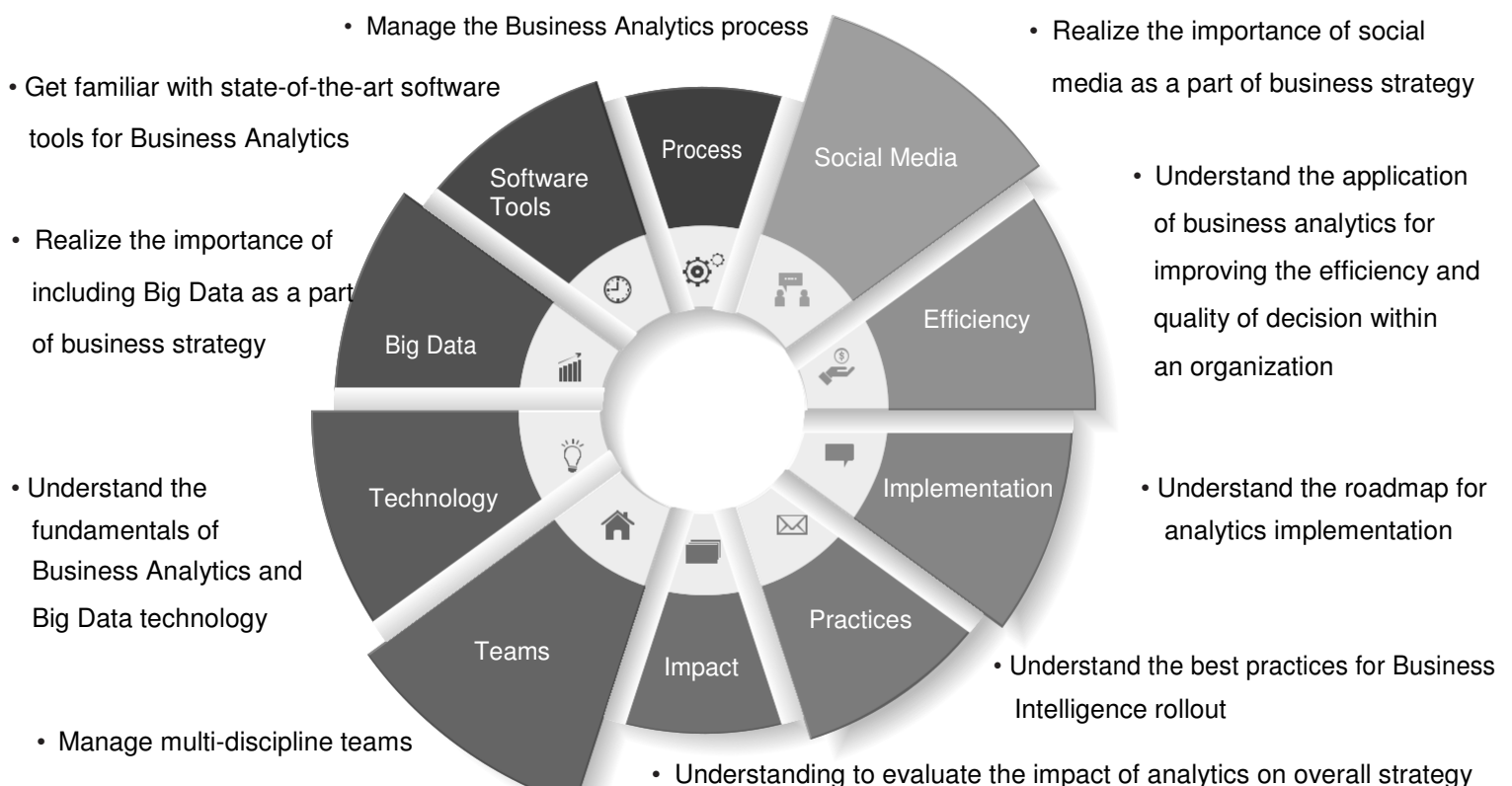
For successful implementation and roll out of analytics at organization level, many aspects apart from just technical play a major role. Some of them are proper KPIs to measure the success of business intelligence, organization structure to support its rollout, cultural changes required and integration of business intelligence strategy with overall business strategy.

Program Objectives

The program is designed for Business professionals (Working or Studying):

- To equip individuals looking to advance their career goals in the analytics domain at strategic level
- To train individuals on enterprise-wide perspective on data, result communication, preparing a business intelligence roadmap, rollout of Analytic application
- To develop abilities needed to foster an analytical culture within an individual

Learning Objectives



Curriculum Overview

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, Forecast Accuracy. Using Recurrent Neural Networks and Long-short Term memory Algorithm to predict stock prices.
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
Database 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, MySQL Database
In-Depth Python 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
Intro on Bigdata 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 & 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	in Financial Domain, Marketing Domain, HR Domain and Other relevant areas

Program Goals

Upon completion of the program, students will be able to:

Apply analytics tools to real-world business contexts for improved decision-making

Analyze the strengths and limitations of analytics and predictive modelling techniques for different business applications and varying data conditions

Acquire hands-on experience working with leading statistical and machine learning tools and software packages (such as R, SAS, Tableau, SQL, Hadoop and MongoDB) in predictive modelling and the visual analysis of results

Effectively communicate the actionable insights stemming from analytical work to multiple stakeholders

Strategically navigate technology tools and trends to solve big data and analytics problems

Manage data strategies and analytical projects

Articulate the value of analytics as an integral part of an organization's decision-making process

The program is designed to enable students to



Advance their career



Enhance their skills

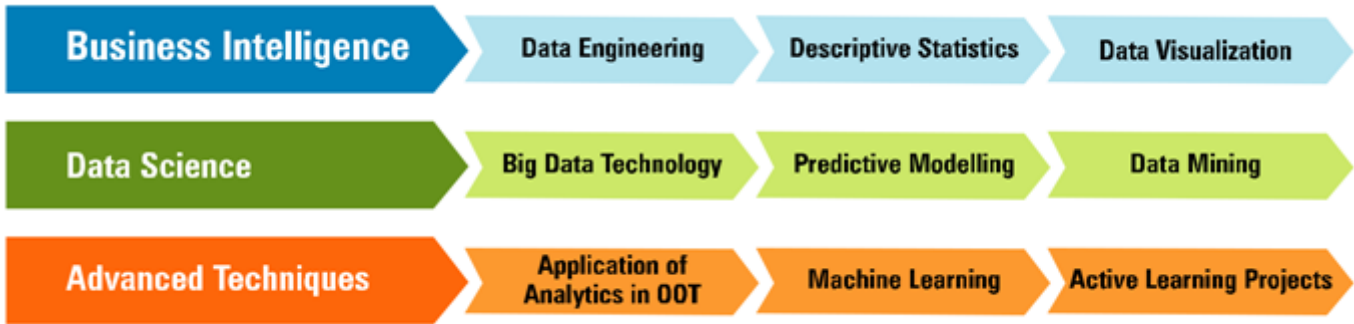


Excel as a leader in analytics



Change career paths

Program Structure



Program Benefits

Benefits to College / Faculty	<ol style="list-style-type: none">1) More opportunities for Students and greater access to expertise2) Opportunities to participate in workshop / practical sessions3) Opportunities to join university academic bench in Business Analytics4) Collaboration with other Colleges / faculty5) Better Student Placements Record
Benefits to Students	<ol style="list-style-type: none">1) Easy to Learn2) Demand and Supply Gap in Job Market3) Adds weightage to resume4) Become a in-demand professional5) Excellent Career choice which is in high demand6) More Pay compared to other specializations (Better salaries)7) Competitive Advantage8) Affordable9) Become Certified Professional10) Future Ready

For more details, please contact



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