

● ABOUT OUR COMPANY

Indeed Inspiring Infotech is a subsidiary of M/S Prushal Technology Private Limited. PrushalTech totally supports the Digital India vision of Govt. Of India and we are fully prepared to be a part of this dream project. We are focused on delivering value through integrated solutions for data intensive business processes that help enterprises overcome their business challenges.

We cater services related to ERP Software, Website Designing, Web-Application, Mobile applications, Big Data Solutions, Cluster Setup, Digital Marketing Campaigns, Corporate Trainings to our clients.

● WHY TO CHOOSE US?

Our company offers a comprehensive 6-month Business Analytics level program that provides hands-on training with real-world data sets, expert instructors, and a focus on practical skills that are in high demand by employers. With our program, you can develop the necessary skills to succeed in a competitive job market and launch a successful career in data science.



LEARNING OUTCOMES

- **Data analysis skills:** Students will develop the ability to collect, clean, and analyze data using various analytical tools and techniques.
- **Problem-solving and critical thinking:** Students will enhance their problem-solving abilities by applying analytical thinking to real-world business problems.
- **Data visualization and communication:** Students will acquire skills in visualizing data effectively using charts, graphs, and other visual representations
- **Predictive modeling and forecasting:** Students will learn how to build predictive models and forecasting techniques to anticipate future trends and outcomes.
- **Business intelligence tools and technologies:** Students will become proficient in using business intelligence tools and technologies such as Excel, SQL, Tableau, or Power BI. They will learn how to leverage these tools to extract, transform, and analyze data from multiple sources and generate actionable insights.
- **Ethical considerations:** Students will understand the ethical implications of working with data and the importance of maintaining data privacy and security.
- **Business acumen:** Students will gain a deeper understanding of business concepts and practices, enabling them to align analytics with organizational goals and strategies. They will learn to identify opportunities for using analytics to drive business value, improve operational efficiency, and gain a competitive advantage.



INDEED INSPIRING INFOTECH

Presents

BUSINESS ANALYTICS WORKSHOP

Business Analytics Tools

- **Tableau:** Tableau is a leading data visualization and business intelligence tool that allows users to create interactive dashboards, reports, and visualizations. It offers a user-friendly interface and supports various data sources, making it widely used for data exploration and storytelling.

- **Microsoft Power BI:** Power BI is a business analytics service by Microsoft that enables users to visualize and share insights from data. It offers a range of interactive visualization options, data connectors, and integration with other Microsoft products like Excel and Azure.

- **Google Analytics:** Google Analytics is a web analytics tool that provides insights into website and app usage. It helps track website traffic, user behavior, conversion rates, and other key metrics. Google Analytics offers customizable reporting and integration with other Google marketing tools.

- **IBM Cognos Analytics:** Cognos Analytics is an enterprise-level business intelligence platform that offers a suite of tools for reporting, dashboards, data exploration, and data storytelling. It integrates with various data sources and provides advanced analytics capabilities.

- **QlikView/Qlik Sense:** QlikView and Qlik Sense are data discovery and visualization tools that allow users to explore data, create interactive dashboards, and collaborate on data analysis. They offer associative data models and in-memory processing for fast data analysis.

- **SAS Analytics:** SAS Analytics is a comprehensive analytics platform that offers a wide range of statistical analysis, data mining, and predictive modeling capabilities. It provides tools for data integration, visualization, and advanced analytics.

- **R and Python:** R and Python are popular programming languages for data analysis and statistical modeling. They offer extensive libraries and packages for data manipulation, visualization, and advanced analytics. These languages provide flexibility and customization options for business analytics tasks.

- **Apache Hadoop:** Hadoop is an open source framework that enables distributed processing of large datasets across clusters of computers. It is commonly used for big data analytics and can handle massive amounts of structured and unstructured data.

- **Alteryx:** Alteryx is a self-service data preparation and analytics platform that allows users to blend, cleanse, and analyze data from various sources without coding. It offers drag-and-drop functionality and supports advanced analytics and predictive modeling.

- **Excel:** Microsoft Excel is a widely used spreadsheet tool that offers basic data analysis capabilities. It provides functions, pivot tables, and charting features that can be utilized for simple analytics tasks. Microsoft Excel is one of the most popular applications for data analysis.



Why Learn Business Analytics?

- **Increasing Demand:** Business analytics skills are in high demand across industries.
- **Career Advancement:** Business analytics skills can significantly enhance your career prospects
- **Versatility:** Business analytics skills are transferable across industries and sectors. .

Who Can Join?

- Any Graduate
- Good Aptitude and Reasoning Skills
- Programming or Stat Experience not required, we teach from basics
- Graduation or equivalent

Different Jobs Available

- Data Scientist
- Data Analyst
- Machine Learning Engineer
- Data Engineer
- Business Analytics Professional
- Research Analyst
- Natural Language Processing Specialist
- Computer Vision Specialist
- Excel VBA Analyst
- Database Administrator

FAQs

- Study Material will be provided - PPTs, Reference PDFs
- Live Projects: Yes 3-4 Live Projects will be covered
- Job Assistance: Yes, Interview Calls, Questions, Resume Preparation
- Tests, Assignments for Each Topics. Live Projects for Major Part
- Bootcamp, Internship style training, Project work



**"Accelerate
your career
with
Business
Analytics".**

TRENDS AND POTENTIAL GROWTH IN THE FIELD OF BUSINESS ANALYTICS JOBS

1. Increasing Demand: The demand for professionals with business analytics skills is expected to continue growing. As companies generate and collect vast amounts of data, there will be a need for skilled analysts who can extract insights and drive data-informed decision-making.

2. Diverse Industries: Business analytics roles are not limited to specific industries. Opportunities can be found across various sectors, including finance, healthcare, retail, technology, and consulting. As more organizations recognize the value of data-driven insights, the need for analytics professionals will expand across different domains.

3. Advanced Analytics: The field of business analytics is evolving beyond basic reporting and descriptive analytics. Companies are increasingly adopting advanced analytics techniques, such as predictive modeling, machine learning, and data mining, to gain a competitive edge. Proficiency in these areas may become increasingly important for business analytics roles.

4. Data Visualization and Storytelling: Effective communication of insights derived from data is crucial. Professionals who can translate complex data into compelling visualizations and narratives will be highly sought after. Skills in data visualization tools like Tableau, Power BI, or Python libraries like Matplotlib and Seaborn can be valuable for business analytics jobs.

5. Ethical Considerations: With the growing use of data analytics, ethical considerations related to data privacy, security, and bias are gaining prominence. Businesses are expected to prioritize ethical practices and require professionals who can navigate these challenges effectively. It requires an understanding and focus on the equity

6. Data Engineering and Data Integration: Business analytics relies on the availability and quality of data. Professionals with expertise in data engineering, data integration, and data governance will continue to be in demand. Building and maintaining robust data infrastructures and pipelines will remain critical for successful business analytics initiatives.

7. Soft Skills: In addition to technical skills, business analytics professionals will need to possess strong problem-solving, critical thinking, and communication skills. Collaborating with cross functional teams, understanding business objectives, and effectively presenting insights to stakeholders are essential competencies.

Why is Business Analytics Important?

Business analytics helps organizations harness their data and use it to identify new opportunities. That, in turn, leads to smarter business moves, more efficient operations, higher profits and happier customers. In his report *Big Data in Big Companies*, IIA Director of Research Tom Davenport interviewed more than 50 businesses to understand how they used big data.

Syllabus

1. Introduction to Business Analytics

- a. Descriptive Analytics
- b. Diagnostic Analytics
- c. Predictive Analytics
- d. Prescriptive Analytics

2. Analytics using Advance Excel

- a. Aggregate Functions
- b. VLookup and HLookup
- c. Pivot Tables
- d. Visualisation
- e. Dashboard Creation

3. Data Warehousing : OLAP - Online Analytical Processing

- a. SQL - Structured Query Language
- b. SQL Subsets
- c. Data Modeling - ER Diagram & Normalisation
- d. SQL Analytical Functions
 - i. Aggregations
 - ii. Group By, Order By
 - iii. Sub-query
 - iv. Joins
 - v. Views
- e. Use Case:
 - i. HR Use Case
 - ii. University Usecase

4. Data Analysis using Python

- a. Brushups
- b. Data Handling Techniques
Numpy and Pandas
- c. Data Preprocessing
- d. Exploratory Data Analysis
- e. Data Visualisation and
Dashboard - Matplotlib and
Seaborn
- f. Case Study
 - i. Sports Data Analysis

5. Emerging Tools and Trends in Business Analytics

- a. Industry Applications
- b. Tools - Tableau, PowerBI,
Spark, Hadoop, Hive and Pig
- c. DS, AI-ML, DL, Cloud



MORE INFORMATION



info@indeedinspiring.com



[+91 9850113269](tel:+919850113269)



Sr.No.48/2 Plot no.4, First floor,
near FED bank
(Nearest landmark - Vijay
Sales) Chandannagar Kharadi
Pune - 411014



www.indeedinspiring.com