Praxis
Tech School

Business Analytics for Working Professionals

4-month program

(Classroom+Online)

Kolkata

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Program Overview

The Business Analytics program is designed to equip professionals with the essential skills and knowledge needed to leverage data effectively in decision-making processes.

The program's curriculum encompasses a comprehensive range of topics, including data exploration, statistical analysis, predictive modeling, data visualization, and strategic application of analytics in a business context.

The program is structured to accommodate the demanding schedules of working professionals and is delivered in the evenings and on weekends.

Who is it for

Working executives with at least 2 years of experience, reasonably proficient in computer skills with a fair comprehension of business functions. The program will be particularly useful for

Executives in managerial roles responsible for making strategic decisions within their departments or across the organization.

Leaders heading functional areas like finance, marketing, operations, human resources, who seek to integrate analytics into their decision-making processes.

Professionals with a background in business analysis wanting to deepen their understanding of advanced analytics tools & techniques to further their domain expertise.

Entrepreneurs looking to leverage analytics in gaining a competitive edge and making informed business decisions.

Individuals from diverse professional backgrounds looking to transition into roles involving data analysis, business intelligence, or data-driven decision-making.

Program Outcome

At the end of the program, participants will be equipped with the following knowledge/ skills

Foundational Understanding

Understanding the fundamental concepts and principles of business analytics.

Data Exploration and Preprocessing

Exploring and preprocessing data, including data cleaning, transformation, and feature engineering, working effectively with diverse datasets.

Statistical Analysis and Inference

Applying statistical techniques for data analysis, hypothesis testing, and deriving meaningful insights from business data.

Predictive Modeling

Building and evaluating predictive models, utilizing techniques such as regression analysis and machine learning algorithms to make data-driven predictions and optimize decision-making processes.

Data Visualization and Interpretation

Creating compelling data visualizations and effectively communicating analytical results to diverse stakeholders, fostering better understanding and informed decision-making.

Program Delivery

Classes	Every Tuesday & Thursday (6:30 PM onwards)	**Hands on sessions**	2nd & 4th Saturdays (10:30 AM onwards)
Venue	1102, Godrej Genesis Building, EP Block, Sector V, Bidhannagar, Kolkata, West Bengal 700091	**Instruction hours**	100 hours

All sessions are delivered in classroom live; Recorded sessions also provided

Program Fees

Rs. 60000 + GST

Faculty

Dr Sourav Saha

B.Tech (CSE), PGDBA, FPM (IIM C)
Dean Academics

Jaydip Sen

B.E. (J.U), M.Tech (ISI Kolkata)
ML & AI Area

Atanu Ghosh

BE (J.U), PGDM (IIM B)
Digital Business Management Area

PROGRAM OUTLINE

Term 1 (55 hours): Foundation of Analytics

Concepts of Data Science and its application to business; Tools and techniques in Data Science; Focus on systematic Data Analysis, Data Visualization and Machine Learning

Spreadsheet for Managers using Excel
Learn effective use of spreadsheets for efficient analysis and reporting

Business Statistics for Managers
Focus on Data Analysis and interpretation for Business insights using Statistics

Foundations of Machine Learning
Learn the principles of how Human Learning translates to Machine Learning for problem solving

Data Visualization with Tableau
Build familiarity with advanced Data Visualization tools like Tableau for insights creation and storytelling

Financial Reporting & Analysis
Understand the basics of Financial metrics and reporting practices

Term 2 (45 hours): Business Applications

Applying tools & techniques of Analytics & ML to the domains of Marketing, Retail, Finance, HR & Banking; Participants will be proficient in applying advanced Data Analytics to diagnose & solve business problems

Applied Machine Learning
Solve business problems using the concepts of Machine Learning

Data Management using Python
Learn Python, the tool of choice for Data Analysis and Machine Learning, for effective management of Data

Retail & Marketing Analytics
Apply analytics in Retail & Marketing domain with a focus on Customer Segmentation, Lifetime Value & Market Basket Analysis

Banking & Financial Analytics
Apply the fundamental principles of Banking Analytics & Financial forecasting in the BFSI, the most dominant user of applied Analytics

Term 3 (20 hours)

Domain centric Applied Analytics

Optional module offered for those who want domain specific exposure to Applied Analytics. Rigorous case study method of delivery in the areas of HR/ Finance/ Retail