

# Business Analytics for Working Professionals


**4-month program**

**(Classroom+Online)**

 **Kolkata**

 [www.praxistech.school](http://www.praxistech.school)

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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.

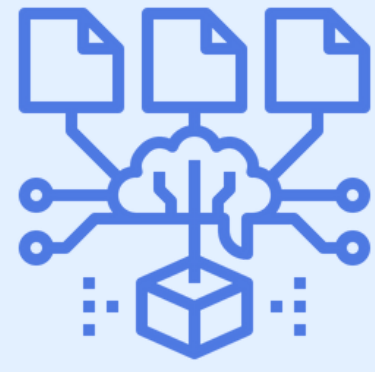


**Individuals** from diverse professional backgrounds looking to transition into roles involving data analysis, business intelligence, or data-driven decision-making.



## 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

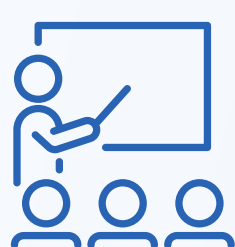
100 hours

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