Post Graduate Program in Business Intelligence & Analytics

About Data Science

A huge and ever-growing repository of data is generated from modern information systems and digital technologies, such as the Internet of Things and cloud computing, on a daily basis. The analysis of this massive data from different sources requires a lot of effort at multiple levels to extract knowledge for decision-making. Therefore, Big Data analysis is an upcoming and growing area of research and development that is in huge demand.There is a plethora of unexplored possibilities for using Big Data across different domains, once various key pain areas are identified. By analyzing the data with the correct tools and methodology, solutions to different business-related problems can be derived. Hence, new avenues and job roles are being created across industries and sectors, with specialized competency that has a priority demand and relevance to business and profitability.

About the Program

Post Graduate Program in business intelligence and Analytics   is curated to give

business professionals the abilities and information necessary to thrive in the modern, data driven company environment After completion of this program, participants in a PGBIA program should be able to

- Use data analytics tools and techniques to solve real-world business challenge
- Use data to promote corporate growth and success
- Understand, how data and analytics are used in business decision-making
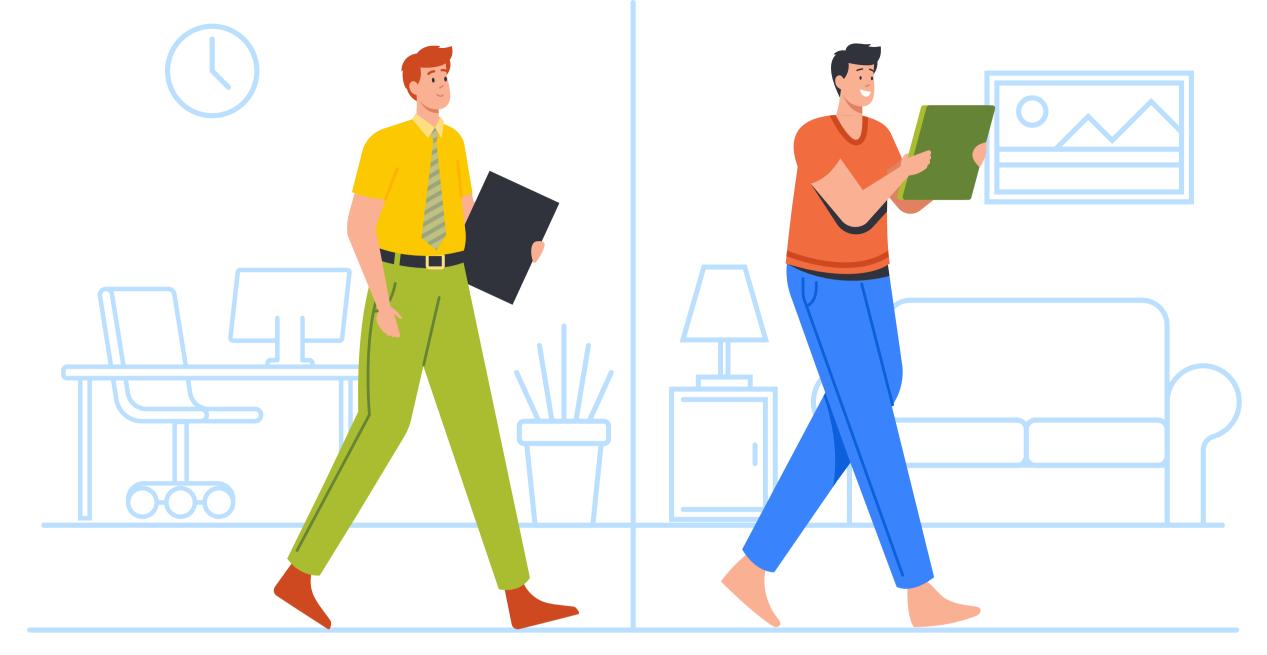
Why to go for this course ?

Career Growth

✅ If you're looking for a way to jump start your career, earning your data Analytics certification is an important step to take. Even if you're already experienced in data Analytics, a professional certification from an advanced data Analytics course canstill help you grow in your career, stand out amongst the competition, and even increase your earning potential. In fact, Business Wirerevealed through a study that professionals typically saw a salary increase ranging anywhere from 20%to 40% after getting certified.

Flexibility, Freedom and options

- If you're looking to get certified in a field where you'll always have a lot of options and never be bored in your line of work, data Analytics is the way to go. There are so many different industries leveraging the power of data Analytics, from healthcare to finance, to retail and entertainment. In reality, just about every industry and company these days is recognizing the importance of data and the need for qualified data Analysts.

- Have you ever dreamed of working for a Fortune 500 company, such as Amazon or Facebook? If so, earning a data Analytics certification can be your first step at landing you a job at one of the many Fortune 500companies actively hiring data Analysts.

- It's also important to think about location when considering what line of work to pursue and what to get certified in. As a certified data analyst, you'll have the freedom and flexibility to work all around the world.
- Specifically, countries like Italy, the United Kingdom, the United States, India, France and Germany have been employing certified data analysts at a steady pace Don't forget about the different roles and opportunities that a data analyst certification can make you eligible for, either.
- Aside from just qualifying as a data analyst, a professional data analytics certification can land you a job as a data engineer, data architect, research scientist or a business analyst, just to name a few.

COURSE OUTLINE

DATA ANALYSIS FUNDAMENTALS 50Hrs

The PGBIA program starts with an overview of basic statistical concepts, including descriptive statistics, inferential statistics, and probability theory. This covers the basics of data cleaning, data transformation, and data visualization.

MACHINE LEARNING 40Hrs

The basics of machine learning, including supervised and unsupervised learning algorithms. The program also covers the various types of models that can be used in machine learning, such as line regression, logistic regression, decision trees, and clustering algorithms.

BIG DATA AND DATA WAREHOUSING 50Hrs

The basics of big data, including the technologies used to store, process, and analyze large volumes of data. The program covers the basics of data warehousing, including the various techniques used to store and retrieve data using Spark

PREDICTIVE MODELING 40Hrs

The various techniques used to build predictive models, including regression analysis, time series analysis, and decision trees. The program will also cover the various techniques used to build predictive models using python

BUSINESS INTELLIGENCE AND ANALYTICS 50Hrs

The various tools and techniques used to analyze business data, including dashboards, scorecards, and KPI. The program will also cover the various types of analytics, including descriptive, diagnostic, predictive, and prescriptive analytics using Power BI

BUSINESS APPLICATIONS 50Hrs

The various business applications of data analytics, including marketing analytics, financial analytics, supply chain analytics, and hr analytics.

CAPSTONE PROJECT 90Hrs

This includes Sample Business Problem: A retail company is experiencing declining sales and wants to understand why customers are leaving and how to retain them. The PGBIA participants will use data analytics to analyze customer behavior and develop a marketing strategy to retain customers.

PHASES OF THE PROJECT

Data Collection: The participants will collect data on customer demographics, purchase history, website behavior, and social media engagement. They will clean and transform the data, and visualize it to identify patterns and trends.

Analytics Tools: The participants will use various analytics tools and techniques, including regression analysis, clustering algorithms, and decision trees to analyze the data and identify factors that contribute to customer churn.

Insights and Recommendations: Based on the analysis, the participants will develop insights and recommendations for retaining customers. This could include targeted marketing campaigns, loyalty programs, and personalized offers based on customer behavior.

Presentation: The participants will present their findings and recommendations to a panel of judges, including industry experts and faculty members. The presentation will include visualizations of the data, analysis of the results, and a detailed plan for implementing the recommended marketing strategy.

THE COURSE HELPS YOU PREPARE FOR THE FOLLOWING CERTIFICATIONS:

AZ-900 | DP-900| Al-100 | Al-102 | PL-300

The PGBIA program aims to provide working professionals with a comprehensive understanding of the tools and techniques used in data analytics and how they can be applied to solve real-world business problems.

The course will be delivered by trainers from CloudThat. **CloudThat is a Microsoft Gold Partner**, Advanced AWS Consulting partner, Google Consulting Partner, Databrick consulting partner, MongoDB Ready Partner and part of Pearson Testing Network.

Cloud That has offices in India (Bengaluru), USA & UK, but offer on-site and pre-scheduled public batches in different IT centric cities of India and Overseas.

Cloud That has trained close to 3,50,000 IT professionals and conducted corporate training for some of the fortune 500 companies which include Accenture, Infosys, Fidelity, HCL, Wipro, Intuit, GE, TCS, Epsilon, HPE, SAP, Oracle, Western Union, Philips, Flipkart, L&T, Sharp and Samsung, just to name a few.

HOW TO APPLY

- Applicants are shortlisted based on
- Consistency of academic record
- Entrance Test Score
- Work experiences
- Versatility and achievements

Selection	Max. Marks	Duration(mins)
Language Skills:	30	60
Logical Reasoning	30	60
Quantitative Skills	30	60
Essay Writting	30	60

NOTE: Candidates meeting cut-off score in GMAT/GRE /CAT/ XAT/NMAT/ MAT/CMAT are exempted from writing the ISBR Aptitude test.

Micro Presentation Candidates are required to make Oral/ PowerPoint presentation on the given topic not exceeding 5 minutes of time. Topics for micro presentation will be shared in advance and candidates are allowed to choose any one topic of their choice.

Personal Interview A detailed interaction by the panel with candidates on diverse topics ranging from academics to current affairs, family background to carrier aspirations, hobbies to passion etc. but not limited to. The panel, through this round tries to determine the fitment of the candidate and chances of accomplishing mutual aspirations.

About ISBR

An institute of international education standards, ISBR Business School was set up under the aegis of Bangalore Education Trust, which was established in the year 1990. The incubators of ISBR had a dream- the dream of a gateway that provides a global outlook, an infrastructure that beckons to explore and learn, a cradle that nurtures high ethical and human values.

Education at ISBR prepares its students to think boldly and act confidently in any business environment. ISBR takes pride for creating an atmosphere where in both students and faculty can pursue boundless knowledge, a single roof where theory and practice goes in hand to present better understanding about oneself and the world around him. At ISBR the focus goes beyond education. ISBR aims to prepare students for lifemaking them a Leader.

NATIONAL BOARD OF ACCREDITATION

AICTE — All India Council for Technical Education

ASSOCIATION OF INDIAN UNIVERSITIES

UGC — University Grants Commission

PLATINUM

Ranked under platinum category 5 times in a row   AICTE- CII

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