SNABLE
A SaaS Organization

Data Science

0712-4057650

9307261047 | 9373299023

info@snable.in

Step into the future of Data Science

As organizations and businesses are inching closer toward digitalization, data has become the most important resource for them. It is the new 'oil'. Data Science jobs have been termed as, “the most promising job". According to research, top-ranked companies in their respective industries used data-driven decision-making and were found to be more productive and also more profitable than their competitors. This means that those students who are taking up a data science course will find themselves in a very comfortable position, job-wise, in the future.

Scope of Data Science

With data science jobs being the fastest-growing, most in-demand jobs, there is huge scope for data science students taking this course. Since 2012 there has been a 65% increase in jobs requiring a data scientist. Data scientist salaries have risen exponentially and with a data science course certificate under their belt, a computer scientist can easily make six-figure salary.

Uniqueness:

In our unique course, you can learn to analyze and interpret large volumes of data and then use the data interpreted to make marketing models. Python language makes the programming of the models more easily understandable. Our live coding classes teach you to combine your coding and programming skills with business strategies and financial analysis.

Curriculum

Foundations

Module 1

Introduction to Data Science

- Python/R for Data Science
- Introduction to Python/R
- Dealing with Data using Python/R
- Visualization using Python / R
- Python-Markdown
- Missing Value Treatment
- Exploratory Data Analysis using Python/R

Module 2

Marketing & CRM

- Core Concepts of Marketing
- Customer Life Time Value
- Marketing Metrics for CRM

Module 3

Statistical Methods for Decision Making

- Descriptive Statistics
- Introduction to Probability
- Probability Distributions
- Hypothesis Testing and Estimation
- Goodness of Fit

Module 6

Optimization Techniques

- Linear Programming
- Goal Programming
- Integer Programming
- Non-Linear Programming

Module 7

Advanced Statistics

- Analysis of Variance
- Regression Analysis
- Dimension Reduction Techniques

Module 8

Predictive Modeling

- Multiple Linear Regression(MLR) for Predictive Analytics
- Logistic Regression
- Linear Discriminant Analysis

Module 9

Data Mining

- Introduction to Supervised and Unsupervised Learning
- Clustering
- Decision Trees
- Random Forest
- Neural Networks

Module 4

Business Finance

- Fundamentals of Finance
- Working Capital Management
- Capital Budgeting
- Capital Structure

Module 5

SQL Programming

- Introduction to DBMS
- ER Diagram
- Schema Design
- Key Constraints & Basics Of Normalization
- Joins
- Subqueries Involving Joins & Aggregations
- Sorting
- Independent Subqueries
- Correlated Subqueries
- Analytic Functions
- Set Operations
- Grouping and Filtering

Module 10

Time Series Forecasting

- Introduction to Time Series
- Correlation
- Forecasting
- Autoregressive Moving Average (ARMA) Models
- Case Studies

Module 11

Machine Learning

- Handling Unstructured Data
- Machine Learning Algorithms
- Bias Variance Trade-off
- Handling Unbalanced Data
- Boosting
- Model Validation

Address : Anand Apartment 2nd Floor, Kotwal Nagar Ring Rd, Khamla, Nagpur-440022
Email : info@snable.in
Website : www.snable.in
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