

INSPIRE DATA-DRIVEN DECISIONS, UNLOCK INSIGHTS

# UNCOVER & LEVERAGE THE POWER OF DATA ANALYTICS



JOIN GRRAS FOR  
JOB READY SKILLS

# Understanding Data Analytics: Unlocking Insights Hidden in Data

Data Analytics is the science and art of transforming raw data into actionable insights. It's about diving deep into vast amounts of **Data—Numbers, text, images, and more—and discovering hidden patterns, correlations, and trends** that aren't immediately obvious.

Think of it as being a detective in the digital world, where every clue, every piece of data, contributes to solving the bigger puzzle.

Whether you're analyzing consumer behavior to improve a product, predicting market trends to gain a competitive edge, or optimizing operations to save costs, data analytics is the engine driving these insights.

## Data Analytics: The Key to Informed Decision-Making and Success

In our fast-paced, data-driven world, information is not just power—it's the foundation for success. Organizations today are generating more data than ever before, but without the right tools and skills to analyze it, that data is just noise.

Data analytics is crucial because it transforms this noise into a symphony of insights that guide better decision-making, drive innovation, and create a significant impact.

For you, as a student, mastering data analytics opens up a world of possibilities. It empowers you to influence key decisions, lead strategic initiatives, and become a driving force in any industry you choose.

With data analytics, you won't just be following trends—you'll be setting them.



# Market Growth & Career Opportunities

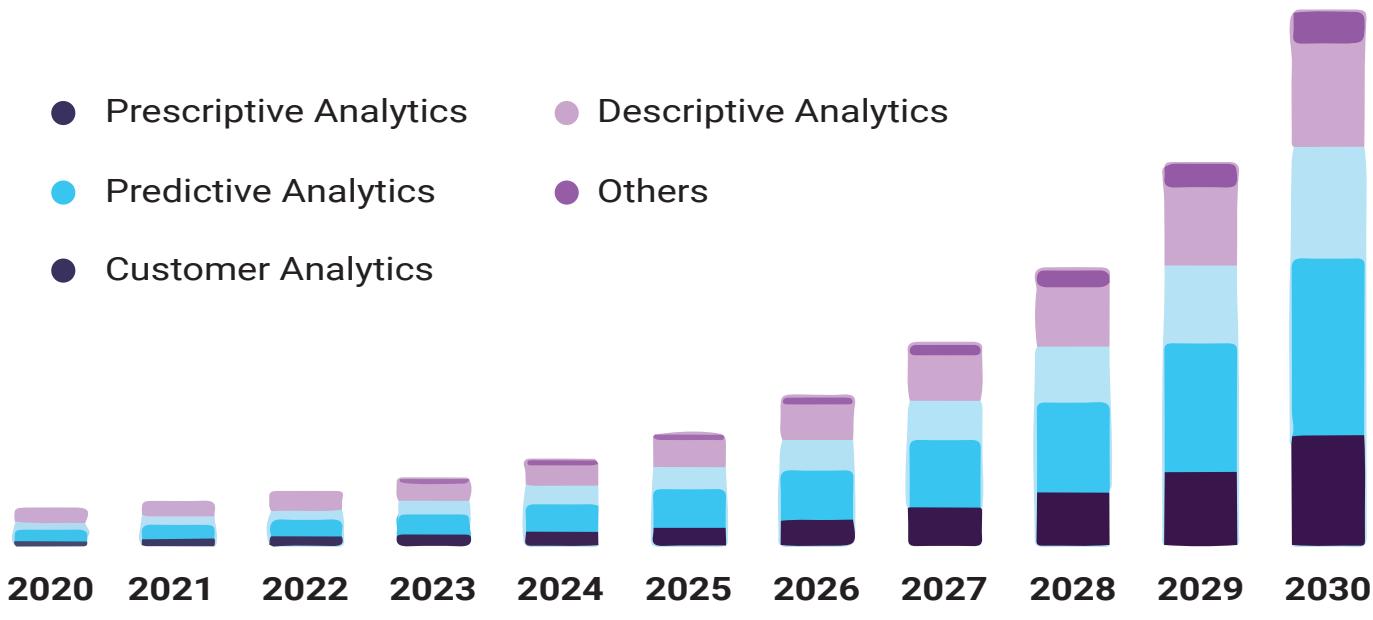
The demand for data analytics professionals is skyrocketing—and it's not slowing down anytime soon. As businesses across all sectors recognize the immense value of data-driven decision-making, the need for skilled data analysts is at an all-time high.

From tech giants and financial institutions to healthcare providers and retail leaders, every industry is on the lookout for experts who can turn raw data into actionable insights.

But it's not just about the current demand; the future is even brighter.

**The global data analytics market is growing rapidly, with projections showing exponential growth in the coming years. This isn't just a trend; it's a transformation.**

Companies are investing heavily in data analytics technologies and talent, driving innovation and opening up exciting career opportunities. By diving into the world of data analytics now, you position yourself at the forefront of this booming field, ready to ride the wave of growth and secure a future-proof career.

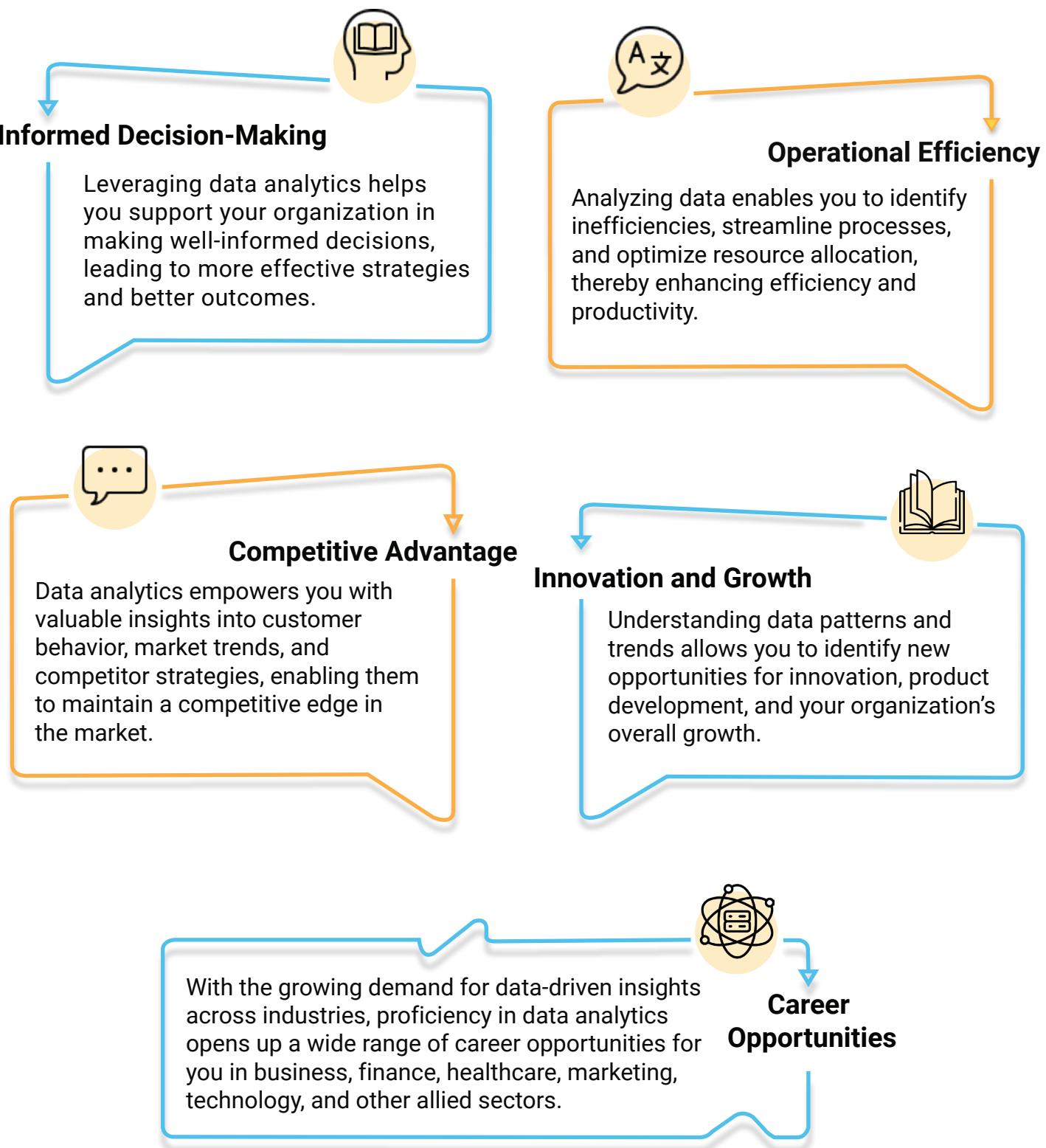


The data analytics market size is projected to grow from **USD 51.55 billion in 2023 to USD 279.31 billion by 2030**, exhibiting a **CAGR of 27.3% during 2023-2030**.

A Data Analyst in India can earn about **₹6.3 Lakhs per year on average** with top packages **reaching up to ₹13 Lakhs per year**.

# Why Should You Learn Data Analytics in This Era?

Learning data analytics equips you with valuable skills to navigate the complex world of data and unlock its potential for driving success and innovation in various domains. You excel in:



# Who Should Do This Course?

This course is designed for anyone seeking opportunities in the data analytics field. It is tailored to prepare you for the job market, and is ideal for...

## Beginners

Whether you're new to data analytics or just starting out, this course is the perfect launchpad for your future career in Data Analytics.



## College students & Freshers

Mastering data analytics will give you a strategic edge, making you highly sought-after by top employers in the job market.



## Working Professionals

If you're aiming to fast-track your career and increase your earning potential, this course equips you with the fundamental skills and tools needed for success in data analytics.



# Future Opportunities for You

Mastering data analytics opens doors across diverse fields due to its market demand and significance. Here are potential avenues to explore after completing this course.



# Skills Needed To Succeed

Data analytics is about finding valuable insights in large amounts of data to help businesses make smart choices. It uses stats, machine learning, and data visualization to spot patterns and trends that guide important decisions.

To become an expert in data analytics, you'll need to know Python and R programming, be good at statistical analysis, and use tools like Tableau or Matplotlib for data visualization. You need to communicate any complex findings in a clear and easy-to-understand manner and learn how to convert them into actionable insights.

## Technical Skills



Querying Data With SQL



Tableau Data Visualization



Data Storytelling and Reporting



Data Modeling



Data exploration and Analytics

+91 9001997178

## Soft Skills



Communication



Problem Solving



Business Acumen



Critical Thinking



Curiosity

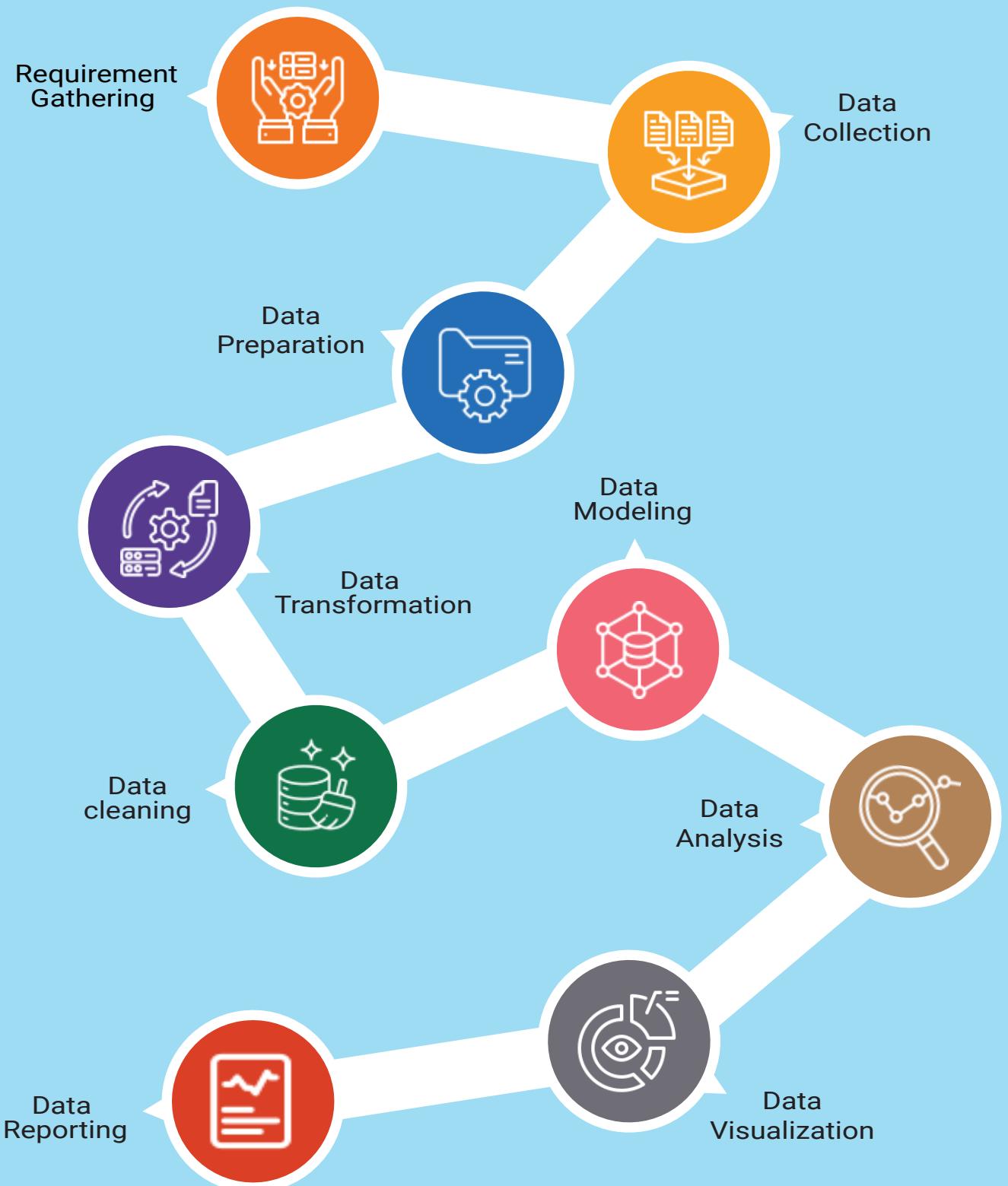


Learning mindset

www.grras.com

# The Data Analytics Process

These stages of data analytics — collecting, preparing, analyzing, and visualizing data — are crucial for businesses and organizations aiming to understand their data and make smart decisions. This systematic approach ensures that insights are derived effectively, leading to informed decision-making.



# Modules that we'll Cover

## Statistics

- Data Types, Measure Of central tendency, Measures of Dispersion
- Graphical Techniques, Skewness & Kurtosis, Box Plot
- Descriptive Stats
- Random Variable, Probability, Probability Distribution, Normal Distribution, SND, Expected Value
- Sampling Funnel, Sampling Variation, Central Limit Theorem, Confidence interval
- Introduction to Hypothesis Testing
- Hypothesis Testing (2 proportion test, 2 t sample t test)
- Anova and Chisquare
- Data Cleaning
- Imputation Techniques
- Scatter Diagram
- Correlation Analysis

## Power BI

- Power BI Introduction
- Power BI Components
- Getting Data using Power BI
- Power BI Transformations
- Creating Data Models
- Power BI Charts
- Power BI Filters
- Power BI Visualizations
- Exploring Data in Power BI
- Power BI and Excel
- Power BI Publishing and sharing
- Power BI Integration with Data Sources
- Data Analysis Expressions (DAX)
  - Math & Stats
  - SUMX & Calculate Function
  - Related Function
  - All Function
  - Aggregate Functions
  - Date Functions
  - Logical Functions

- o String Functions
- o Filter Functions
- o Trigonometric Functions
- o Time Intelligence Functions
- Reports – Objects & Charts, Formatting Charts
  - o Report Interactions
  - o Bookmarks
  - o Managing Roles
  - o Custom Visuals
  - o Desktop vs Phone Layout
  - o Artificial Intelligence Visuals – Key Influencers

## Tableau

- What is Data Visualization
  - o Advantages & Disadvantages of visualizations
  - o Why Data visualization Important
  - o Understanding data
  - o Different data visualizations
- Tableau –Data Visualization Tool
- Introduction to Tableau
  - o What is Tableau?
  - o Overview Of Tableau Tool (Servers , data , visualizations)
- Extensions in Tableau
- Features of Tableau Desktop
- Tableau-Joins and Data Pane
- Tableau Data Pane
- Pivot Table and Split Tables in Tableau
- In built Charts in Tableau
  - o Basic Charts
  - o Text Tables
  - o Highlight Tables
  - o Bar charts
  - o Stacked Bar
  - o Line Graphs
  - o Dual axis
  - o Pie chart etc.
- Maps in Tableau
- Data Interpretation

## Microsoft Excel

- Getting Started with Excel
- Workbook Protection & Security
- Data Formats, Data Formatting & Alignment
- Hands on Practice on Short Keys
- Conditional Formatting
- Advanced Conditional Formatting techniques
- Graphs & Charts
- Advanced Charts – Waterfall/ Bridge Graphs
- Data Tools- Filtering, Sorting, Remove Duplicates, Data Validation, Grouping
- Absolute and Relative Referencing Concepts
- Case Studies on Absolute and Relative Referencing
- Specialized Functions/Formulas
- Lookup Functions
- Vlookup & its Limitations, Hlookup, Index Match, Hyperlink, Indirect, Offset,
- Transpose
- Vlookup Case Studies
- Vlookup General Problems, Vlookup with Match Function, Vlookup using (\*)
- problems, Vlookup using Running Countif, Nested Vlookup
- Text Formulas –
  - Char, Concatenate, Exact, Find, Left, Right, Proper, Search, Mid, Upper
- Logical Formulas –
  - And, If, IfError, Not, OR, True
- Date Time Formulas -
  - Day, Date, Hour, Minute, Second, Time, Month, Year, Today, Weekday, Now
- Mathematical Formulas –
  - Sum, Sumif, Sumifs, Count, Countif, Mod, Product, Sumproduct, Roundup, Array
- Formulas
- Pivot Reports/ Dashboard
  - Pivot Table & Pivot Charts
  - Waterfall Mode

## SQL

- Databases
- Introduction to DBMS
- Popular DBMS Software
- Concepts of RDBMS
  - Tables
  - Tuples
  - Attributes

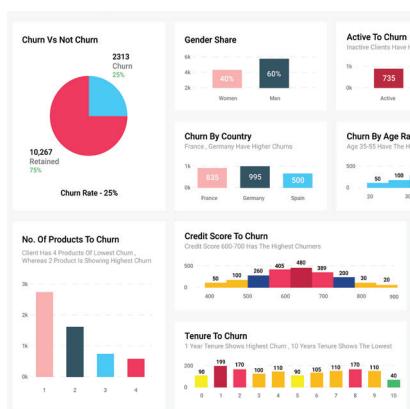
- Comparision
- Types of SQL Commands
- Data Definition Language
  - Create, Drop, Truncate, Alter and Rename Objects
- Data Query Language
  - Select Statements
- Data Manipulation Language
- DCL and TCL
  - Grant, Revoke and transaction statements
- SQL Data Types
  - Numeric, Date and Time, LOB Types
- DML Commands
  - Insert, Update and Delete Statements
- DDL Commands
  - Create and Drop Databases
- SQL Transactions
  - Examples
- ACID Properties
- TCL Statements
  - Start, Commit and Rollback Statements
- Auto Commit
- SavePoints
  - Identifier
  - Rollback and Release
- Database Objects
- Tables
  - Creating, Altering and dropping tables
- Views
  - Advantages
  - Creating and Dropping Views
- Indexes
- Stored Objects
  - Types of Stored Objects
- Stored Procedures
- Operators and Functions
- Joining Tables
  - Inner Join, Left Join, Right join
- Advantages of Procedures
- Database Triggers Accessing Database From R and Python
- Triggers

# Python

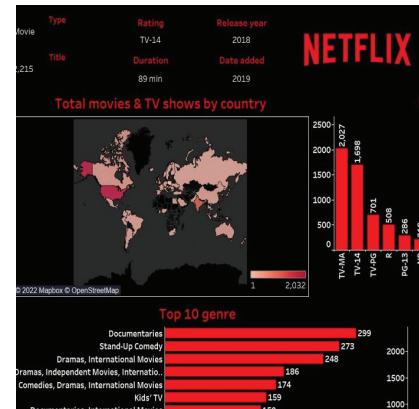
- Installation of Python
- Python Strings
- Python Lists
- Python Datatypes & Python Loops
- Python Tuples
- Python Dictionary
- Python Date & Time
- Python Operators
- Python Functions
- Python I/O Functions
- Debugging & Python Database Access – MySQL
- Working with CSV & Excel Files
- Advanced Data Types
  - Deque in Python
  - Python Dict
  - Python Tuples
  - Python Frozenset
  - Difference between List, Tuple, Dict, Set, FrozenSet
- Python Comprehensions
  - List Comprehensions
  - Set Comprehensions
  - Dictionary Comprehensions
  - Set Comprehensions
- Numpy
- Pandas
- Data Analysis & Visualization in Python
- Web Scrapping
- Email Automation

# PROJECTS

- Churn prediction analysis
- Netflix Dataset analysis
- Global Superstore analysis
- Walmart analysis
- Hr attrition
- IPL analysis(2008-2024)
- Airline Data analysis



Churn prediction analysis



Netflix Dataset analysis



Global Superstore analysis



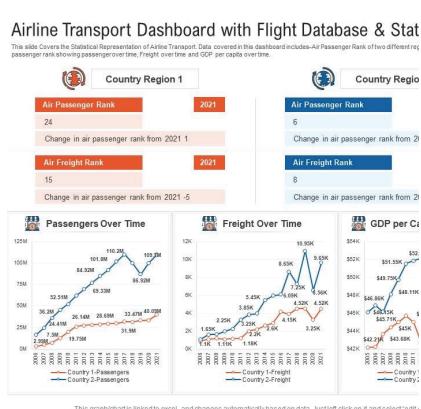
Walmart analysis



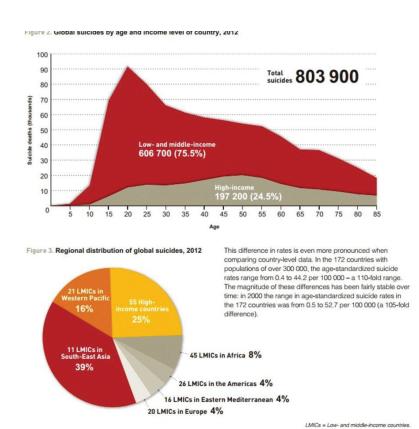
Hr attrition



IPL analysis(2008-2024)



Airline Data analysis



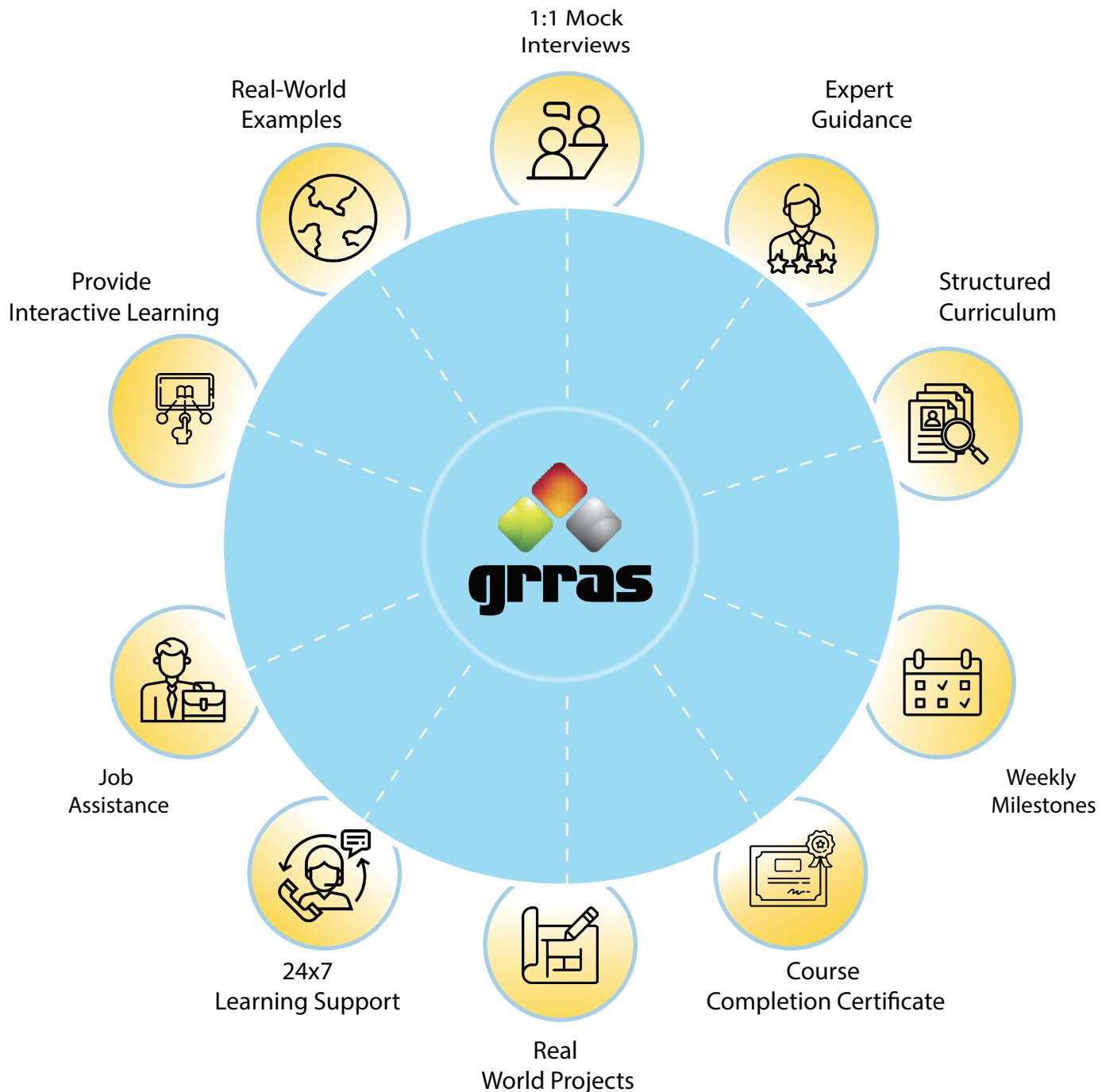
Global suicide rate analysis



Road accident analysis

# Why Choose GRRAS To Master Data Analytics?

Learning data analytics from GRRAS Solutions equips you with industry- and job-ready skills. It enhances your chances of getting placed in top organizations, opening numerous opportunities for career growth.



## 100% Job Assistance

Yes, you heard it right! Our course not only offers expert learning but also guarantees 100% job assistance. With a dedicated team of job coordinators and 500+ hiring partners, we're committed to ensuring your success in landing your dream job.

# CERTIFICATION

Get an Accredited and Recognized Certificate upon successful completion of this course.



## CERTIFICATE *of* TRAINING

This certificate is *Awarded* to

**YOUR NAME**

for successfully completing the

at

GRRAS Solutions Pvt. Ltd. from \_\_\_\_\_ to \_\_\_\_\_

We commend your dedication and hard work. We're confident that the skills and knowledge you have acquired will greatly contribute to your future success!

Unique Certificate No.

**GD-635023**

A blue ink signature of the Director's name.

DIRECTOR



DATE

**WWW.GRRAS.COM**

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# When Our Students Succeed, We Succeed!

## Where Our Proud Alumni SHINE



and **600+** companies

# Hear It Directly From Our Students!



Hii my name is shalu sharma, I recently completed a data analyst course at Grass Solution Pvt. Ltd. The experience was excellent, providing me with valuable skills. Thanks to their training, I secured a position at Assessinfra Technology Pvt. Ltd. as a data analyst. I highly recommend Grass Solution for anyone looking to enter the field.

**Shalu Sharma |**



Hello, My name is Aman Sharma. I want to take this opportunity to share my views about the business analytics course at Grras Solutions. The content and teaching concepts by the trainers were consistently high quality and engaging. The practical exercises were helpful in offering a 'hands-on' experience. The interactive environment and live classes are straightforward to understand the problem.

**Aman Kumar Sharma |**



I did a Data Analytics course from here. I think Grass Solution is best than any other online and offline courses which was offered by any other Institute. The faculty is very good, friendly and teach each and every concept with full clarity. They will hold your back until you are not placed and after the placement also.

**Rishabh Mantri |**



Hello, I am Deepak Rathore & I recently completed a data analytics course from Grras solutions Jaipur and I can confidently say that it was one of the best decisions I've made. The instructors were knowledgeable and engaging, and the course content was wellorganized and relevant to current industry trends.

**Deepak Rathore |**





Thank you for a great course. Great teaching style with lots of opportunities to ask questions and talk about real life examples which all made for a really enjoyable and informative course.



## kritika khandelwal |



It's a good coaching if you want to make your career in IT. I have completed my Data Analytics course by that coaching. Trainers are so understanding and teaching quality is good.



## Shubham Gupta |



Great experience in learning with techies and mentors with great knowledge in their respective domains. Mentors are very easy to approach and always available for help.



## Akshat Bari |



It's a one of best edtech organisation in Jaipur to get hands on experience and build your career in it domain .I am pursuing data analytics course from Grras solutions.All over experience about this course is nice. I have gotten a complete hands on experience on every data analysis tool.Persanality development and resume building sessions are also too much helpful too boost up my confidence for a interview.



## Shubham Joshi |



During my time as a student I have been able to develop the way I learn and interact with others.it's a little bit challenging to learn so much in small amount of tym bt it is very doable and if you have questions instructors always more than happy to answer.



## Deeksha Joshi |

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