

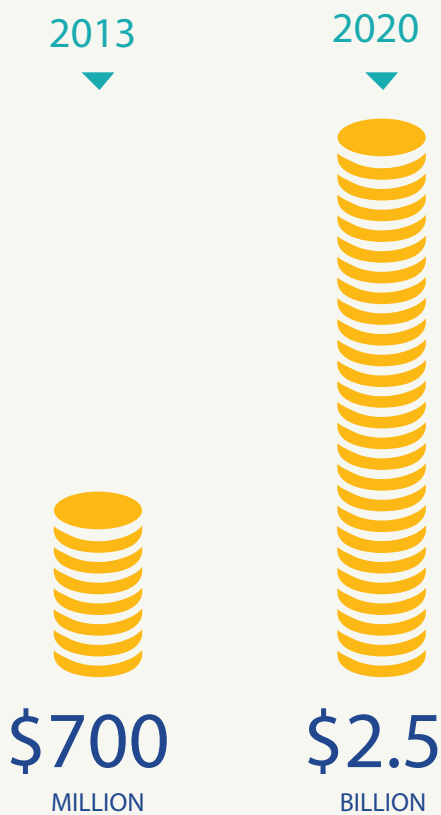
# BIG DATA. BIGGER OPPORTUNITY.

A guide to building  
your career in Analytics

# BIG DATA. BIGGER OPPORTUNITY.

## RISK ANALYTICS INDUSTRY (INDIA)

Indian Risk Analytics Industry is expected to grow to \$2.5 billion by 2020 up from \$700 million in 2013 at a CAGR of 20%.



## ANALYTICS PROFESSIONALS IN INDIA

SUPPLY in 2013



50,000

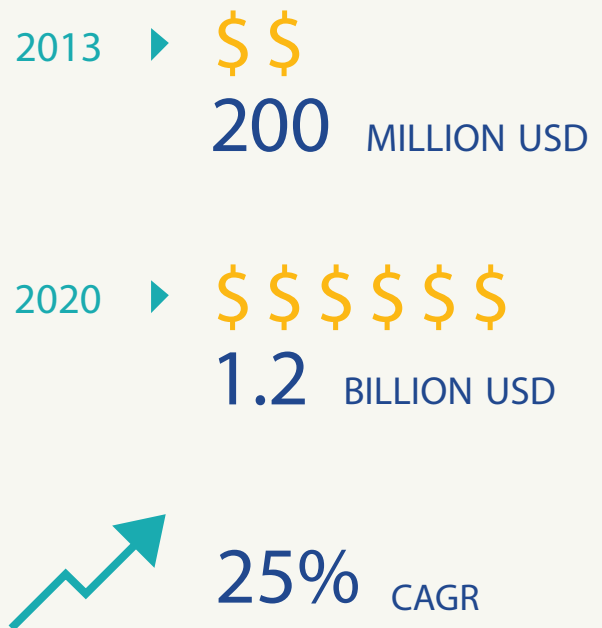
DEMAND by 2015



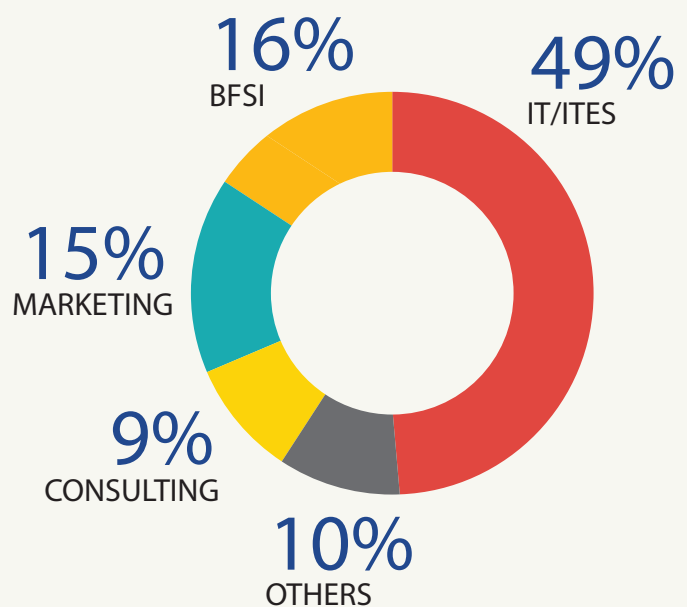
2,50,000

## MARKETING ANALYTICS INDUSTRY (INDIA)

Indian Marketing Analytics Industry is projected to grow from 200 million USD to 1.2 billion USD in 2020 at a CAGR of 25%.



## INDUSTRY WISE EMPLOYMENT OF ANALYTICS PROFESSIONALS IN INDIA



Sources: NASSCOM, Mckinsey, Heidrick and Struggles

# ANALYTICS COMPANIES IN INDIA



**EVALUESERVE**  
YOUR GLOBAL KNOWLEDGE PARTNER

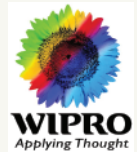
Evalueserve, one of India's foremost knowledge companies, has identified analytics as its future area of growth and is expanding its global footprint with offices in US, Chile, Romania and China.



Fractal analytics, which has its offices in US and India, is set to double their workforce in the next 12 months.



Mu Sigma, one of India's analytics success stories, was valued at 1 Billion USD in its Feb 2013 round of funding wherein it raised investments from Mastercard, Fidelity and others.



At a time when growth in IT services is tapering, 'Analytics' has been an unprecedented area of growth for all IT majors in India.

## SOME MORE COMPANIES HIRING ANALYTICS PROFESSIONALS

**Deloitte.**

McKinsey & Company

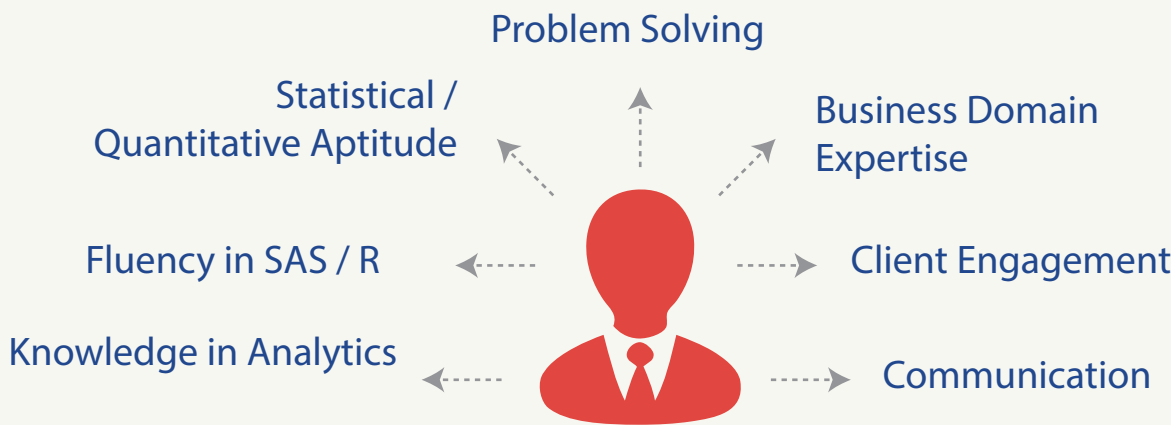
**HCL**



**dunnhumby**

# JOBS IN ANALYTICS

## SKILL SETS



## DOMAINS



Healthcare



Retail / CPG



Risk



Web



Marketing



Data Mining

## JOB PROFILES



Analyst, SAS Analyst, Business Analyst



Subject Matter Expert



Consultant (Analytics)



Manager (Analytics)



Dashboards Developer



SAS programmer

## AVERAGE SALARIES (IN LAKHS)

\*

Experience	KPO	IT	In-House	Niche
0 - 2 yrs	5.6	5.5	5	4.5
2 - 5 yrs	7	6.5	10	6
5 - 10 yrs	12	13	22	9
10+ yrs	23	20	26	16

\*Source: Analytics India Magazine

# PROGRAM BENEFITS

## POST GRADUATE PROGRAM IN BUSINESS ANALYTICS

1

### INDUSTRY RELEVANT CURRICULUM



The curriculum of PGP-BA covers the basics of management and deep dives into analytics. The academic exhaustiveness of the program is complemented by hands on exposure on tools and technologies such as SAS and industry lectures delivered by senior executives from leading analytics organizations.

2

### INNOVATE PEDAGOGY



The program creates a blended learning environment that causes minimal disruption to work schedule. The classroom sessions are followed up by online lectures that keep your learning continuous and self-paced. Good education should be forever and hence, the candidates in our program can access the content online (lectures, pre-readings, assignments) even after they have graduated.

3

### HANDS ON EXPOSURE



An integral part of learning experience in PGP-BA is the virtual lab wherein the candidates get hands on exposure and build skills in tools and technologies such as SAS, Tableau, etc.

4

### CORPORATE PARTNERS



The corporate partners of the program include leading analytical organizations and support the program in curriculum design, student driven projects, industry case studies and guest sessions by their senior executives.



5

### GREAT LAKES ADVANTAGE



Great Lakes is one of the premier business schools in the country and has been consistently ranked within the top 15 in the country. The analytics program by Great Lakes would give the candidates an opportunity with the best of the employers and access to the Great Lakes alumni base worldwide.

# ADMISSION DETAILS

## POST GRADUATE PROGRAM IN BUSINESS ANALYTICS



### ELIGIBILITY

Candidates meeting the following conditions are eligible for pursuing the PGP-BA program:



#### Work Experience

Minimum two years of experience at the time of submitting the application



#### Education:

Should at least have Bachelor's degree in engineering or other relevant graduation such as Mathematics, Statistics, Science, etc.



### COURSE FEE

The fee for the program is **Rs. 300,000** inclusive of Service Tax

This includes the following:



Admission Fee



Tuition Fee



Learning Material



Lunch during days of classes



### PROCESS

1



All the applicants would need to take an online test. The admission committee would shortlist candidates based on the profile and evaluation of the test.

2



The shortlisted candidates would then be called for interviews. Interviews may be conducted in person or over video/tele conferencing.

3



The admissions will be conducted on a rolling basis and the admission process shall be closed once the requisite number of candidates have taken admission into the program.



### CONTACT US



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0124 - 4934025



#### Apply Online

<http://pgpba.greatlakes.edu.in/pgpba/application>



Email: [pgpba@greatlakes.edu.in](mailto:pgpba@greatlakes.edu.in)



#### Learn more about Program

[www.pgpba.greatlakes.edu.in](http://www.pgpba.greatlakes.edu.in)