

CONT_22CAH-703 :: BUSINESS ANALYTICS

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Course Syllabus and Suggestive Readings

Introduction to Data Analytics	Data Analytics Overview, Types of Data Analytics, , Descriptive Analytics, Diagnostic Analytics, Predictive Analytics, Prescriptive Analytics, Data Visualization for Decision Making	
Excel: Basics to Advanced	Concatenate, Data Formats, Filtering, Conditional Formatting, Lookup Functions, Sorting, Pivoting	
Distributed Mode	Local Mode, Pseudo Distributed Mode.	
Experiment no. 1	<p>a) Formatting the worksheet using logical formula IF Statement, Nested IF, AND, OR, NOT, IFERROR, SUMIF, AVERAGEIF, COUNTIF and AVERAGEIF)</p> <p>b) Create and apply formulas as per user requirements.</p>	
Experiment no. 2	<p>a) Create a Pivot table to quickly summarize large databases, Group within Pivot Tables.</p> <p>b) Create multiple Pivot Tables on a single worksheet.</p>	
Experiment no. 3	<p>a) Assign a name to a range of cells to make it easier to reference those ranges in calculations, create a drop-down menu to make data entry quicker and more efficient.</p> <p>b) Use sort and filter to find and organize data in large databases, custom filters.</p>	
Experiment no. 4	<p>a) Analysis using charts and graphs, chart styles.</p> <p>b) Changing Chart layouts, add labels, axis options, chart title, legends, data labels</p> <p>c) Sharing worksheets and Workbooks using freezing panes.</p>	
Unit-2	SQL	Lecture Hours: 30
Introduction to Database	Introduction to Database, Retrieve Data using the SQL SELECT Statement, Learn to Restrict and Sort Data, Usage of Single-Row Functions to Customize Output, Invoke Conversion Functions and Conditional Expressions, Aggregate Data Using the Group Functions	
DML, DDL, Joins	Display Data from Multiple Tables Using Joins, Use Sub-Queries to Solve Queries, The SET Operators, Data Manipulation Statements, Use of DDL Statements to Create and Manage Tables, Other Schema Objects, Control User Access, Management of Schema Objects, Manage Objects with Data Dictionary Views Manipulate Large Data Sets	
Experiment no. 5	Installation of Oracle/SQL	
Experiment no. 6	To create, alter, and drop databases, tables, views, functions and indexes.	
Experiment no. 7	Questions on Joins in SQL	
Unit-3	Tableau	Lecture Hours:30

Tableau	Connect to Microsoft SQL Server, Joining Tables, Data Blending
Tableau Basic Reports And Charts	Parameters, Grouping, Edit Groups, Set, Combined Sets, creating a First Report, Data Labels, Create Folders, Sorting Data, Add Totals, Sub Totals and Grand Totals to Report. All types of charts
Tableau Calculations & Filters	Calculated Fields, Basic Approach to Calculate Rank, Calculating Running Total, Filters Introduction, Quick Filters, Filters on Dimensions, Conditional Filter, Top and Bottom Filters, Filters on Measures, Context Filters, Slicing, Filters, Data Source Filters, Extract Filters
Tableau Dashboards	Create a Dashboard Format Dashboard Layout, Create a Device Preview of a Dashboard, Create Filters on Dashboard, Dashboard Objects, Create a Story, Publishing Tableau
Experiment no. 8	Installation of Tableau
Experiment no. 9	Implementation of report in Tableau
Experiment no. 10	Implementation of Dashboard in Tableau

Textbooks

T1. Anand Rajaraman and Jeff Ullman "Mining of Massive Datasets", Cambridge University Press,

T2. Alex Holmes "Hadoop in Practice", Manning Press, Dreamtech Press.

T3. Chuck Lam, "Hadoop in Action", Dream tech Press

Reference Books

R1. Bill Franks, "Taming The Big Data Tidal Wave: Finding Opportunities In Huge DataStreams With Advanced Analytics", Wiley

R2. Tom White, "Hadoop: The Definitive Guide" O'Reilly Media, Inc.,

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