



Innovation Center for Education



Global Certification Program



Business Analytics

Know More!



Market Trends

✓ Growth

It will add \$99.31 Billion to the world economy by 2022

✓ Salary

Average salary in India is 6.54L pa

✓ Job Opportunities

Globally 1.9 Million

Global Skill Gap

International Data Corporation (IDC) predicts a need by 2018 for 181,000 people with deep analytical skills, and a requirement five times that number for jobs with the need for data management and interpretation skills.

The United States alone faces a shortage of 140,000 to 190,000 people with analytical expertise and 1.5 million managers and analysts with the skills to understand and make decisions based on the analysis of Big data.

Why Learn Business Analytics?

Business Analytics is an essential aspect for the development and growth of the companies and is used in most of the world's major companies which helps in enhancing the business profitability, market shares, revenue and better returns for shareholders.

Business Analytics

This specialization introduces Business Analytics for all business professionals, including those with no prior analytics experience. Here the student will learn about the extensive use of statistical analysis, including explanatory and predictive modelling and fact-based management to drive decision making.

Pre-requisites

Academic Qualification

- Student graduated/pursuing graduation in Science, Commerce, Management and Computer Science streams
- B.Tech - 3rd and 4th year (CS and IS streams preferable)
- M.Tech/MCA/MSc - 1st and 2nd year
- Professionals with minimum 2years experience in IT with at least one programming skill

Knowledge Required

- Basic mathematics
- Understanding of statistics

Subjects

- Introduction to Business Analytics
- Predictive and Advanced Analytics
- Social and Web Analytics

About Us

IBM and ASAP Collaboration

Additional Skill Acquisition Program (ASAP) has identified the need to tie up with a well recognized organization, whose skill development methodologies, tools and capabilities are proven, whose certification is globally recognized.

IBM

75+ years of experience in the field of education, one of the most respected and recognized company globally.

ASAP

ASAP was incorporated in the year 2012 through State Skill Development Project with the aim of 'empowering' the youth of Kerala.

Why Choose Us ?

- World Class Content
- Virtual Labs
- Learning Pedegogy
- Enhanced Learning
- World Class Training
- Projects
- Flexibility
- Global Recognition

Business Analytics Outcome

The successful completion of this course will make the student:

- Have sufficient knowledge and skills in the areas of Business Analytics, Predictive Analytics and Social & Web Analytics etc
- Obtain required skills on Advance Excel, Tableau, SPSS Modeler and R Programming
- To be an IBM digital badge holder for Advanced Certificate in Business Analytics
- Become employable gainfully and be productive from day one to the employer
- Start the journey towards becoming a Business Analytics Professional



Job Roles

- Business Analyst
- Business Intelligence Analyst
- Business Systems Analyst
- Product Analyst
- Lead Business Analyst
- Data Analyst
- Senior Business Analyst
- IT Business Analyst
- Consultant
- Financial Analyst
- Business Operations Analyst
- Business Process Analyst

Globally Recognized IBM Digital Badge



Register Now!

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Specializations

**Artificial Intelligence/
Machine Learning**

Business Analytics

Data Science

Blockchain

Cybersecurity

Internet of Things