

Certificate Program in AI and Data Science



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Highlights



World class faculty

IIT, IIM alumni and industry experts



Duration

2 months training +1 month internship



Program delivery

Online with 4 session per month on Saturdays



Practical learning environment

Real data and real use-cases across the domains



Fees

INR 35,000
(taxes as applicable)
Payable in easy instalments

* A selection test would be conducted where the students will be assessed by our industries' experts and deserving candidates will be offered up to INR 10,000 scholarship as a discount from the program fee



Apply before

4th July, 2020

Course start date : 4th July, 2020

Choose a Machine Learning course that lands you a job

- ▶ Instructor led LIVE training for entire duration
- ▶ Online interactive sessions like classroom environment
- ▶ Multiple projects to reinforce your learning
- ▶ Assignments and case studies for practice
- ▶ Hands-on experience on industry-specific projects
- ▶ Start your career with highest paying roles in the industry

Insights from the Industry



42%

IT professionals in India will need upskilling or reskilling by 2025



60%

Rise in demand for AI and ML experts in 2019* (as per Kelly OCG) across sectors



2.7 million

2020 global estimate calls for 2.7 million job postings for analytics and Data Science roles



33.5%

Indian Data Science industry is growing at a healthy rate of 33.5% CAGR



100,000+

Positions related to Data Science are currently available to be filled in India



2022

India to become one of the top three markets for AI and Data Science by 2022



61%

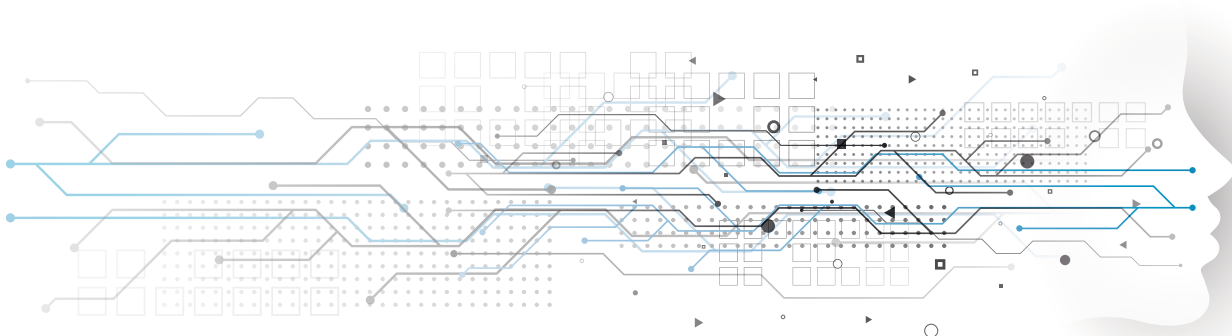
Jobs are open for candidates with 0-5 years of experience across the world



2 X

A data scientist earns approx. 2 X more of what a regular role of similar experience earns

Source: PWC, NASSCOM, Analytics India Magazine, Payscale, Economic Times.



TransOrg Analytics Edge

Tailor-made content for you

Learning material and resources that can complement your work as well as your education background

Industry project-based learning

One of its kind online course for upskilling in Data Science with an experience in project-based learning on real-world data and real use-cases

Become a certified professional

Earn a certificate that you can share with prospective employers and your professional network to climb-up the professional hierarchy stairs

Learn with acclaimed Data Scientists and industry experts

Get a right direction from mentors with deep research and experience in AI to keep yourself motivated and committed

Extension to theoretical concepts

Program designed to provide practical training based on real world problems and industry level solutions

Explore new learning paths

Achieve your goals with industry -recognized learning paths like Data Scientist, AI Engineer, Data Architect and many more

Differentiated teaching approach

Learn through a case study based approach to make yourself conceptually strong to face any problem statement

Easy on your pocket

Comprehensive Data Science training for students and freshers in a pocket-friendly fees with easy instalments schedule

About Certificate Program in AI and Data Science

Acute shortage of expertise is one of the major challenges in the adoption of Artificial Intelligence and Machine Learning (AI and ML).

"According to a recent PwC study, 72% respondents viewed adoption of AI as a "business advantage", however, research shows that 85% of AI projects fail due to risk, confusion and lack of upskilling among existing in-house teams."

There is a considerable demand-supply gap for professionals who can use AI and ML to influence, guide or take right business decisions.

Some core decisions across industries such as identifying right customer to acquire, customer lifecycle management, product positioning, customer engagement and retention, customer loyalty, risk and fraud analysis need to be backed by Data Science. Hence there is strong demand for competent in-house AI and Data Science team to support all peripheral teams across organization and to enhance customer experience.

This comprehensive program is carefully designed by Data Science professionals with an experience in multiple domains to equip data science enthusiasts across functions like research consulting, finance, IT, sales and marketing, program and product management, operations.

The program covers the essentials of analytics, analytical tools, methodologies, and technologies to solve real world business problems on real data.



Program Structure

Module 1

Introduction to Python Programming

Basic Concepts of Python, Python basic data structure, Python Basic programming, Python data manipulation using numpy and pandas, Python visualization using seaborn and matplotlib, Sklearn, Scipy and Stats Model for model development and creation. SQL programming

Module 2

Introduction to Statistics

Basic Statistics, Measures of Statistics, Statistical probability, Bayes Theorem, Statistical Testing and Inference, Statistical Distribution and laws, Ordinary Least Square, Maximum Likelihood Estimate, Correlations

Module 3

Feature Engineering and Reduction & Basic ML Concept

Exploratory Data Analysis and Feature Engineering, Gradient Descent concept. Bias and Variance concept, Regularization concept

Module 4

Supervised and Un-supervised Learning in Python

Cluster Analysis with K-Means clustering, Hierarchical clustering, Association Rule, Model building exercise in sklearn and statsmodel, Recommendation Model development and concept

Module 5

Descriptive, Prescriptive & Predictive Modelling with Python

Linear Regression, Logistic Regression, Decision Tree, Random forest, AdaBoost, Xgboost. Market Mix Modelling, Market basket analysis and many more concepts behind solutions to analytical problems

Module 6

Natural language and Deep learning concepts

Basic understanding of Sentiment analysis, Topic modelling, Named entity recognition, Text classification, Image processing, Voice & video analytics using Spacy, Latent Dirichlet Allocation, NLTK and other techniques in python

Assessment and Certification

- ▶ A minimum of 70% attendance is a pre-requisite for successful completion of program
- ▶ There will be periodic evaluation throughout the duration of the program. This will be in the form of quizzes, assignments, projects and case studies
- ▶ After 2 months training all the participants will be offered 1 month internship with Transorg Analytics and will get program completion certificate.

Note: Depending on the learning needs of the participants; course topics, contents and trainers may be changed before or during the program.



Who should join?

This program is for anyone who:

- ▶ Is a student, fresh graduate or a beginner in Data Science field and wants to pursue a full-time career in Data Science and analytics
- ▶ Is interested in a practical learning environment
- ▶ Wants to practice and enhance existing Machine Learning and Data Science knowledge

Fee

Registration Fees	By 10th June 2020	INR 5,000
1st Instalment	By 20th June 2020	INR 15,000
2nd Instalment	By 10th August 2020	INR 15,000
Total	INR 35,000 + GST	

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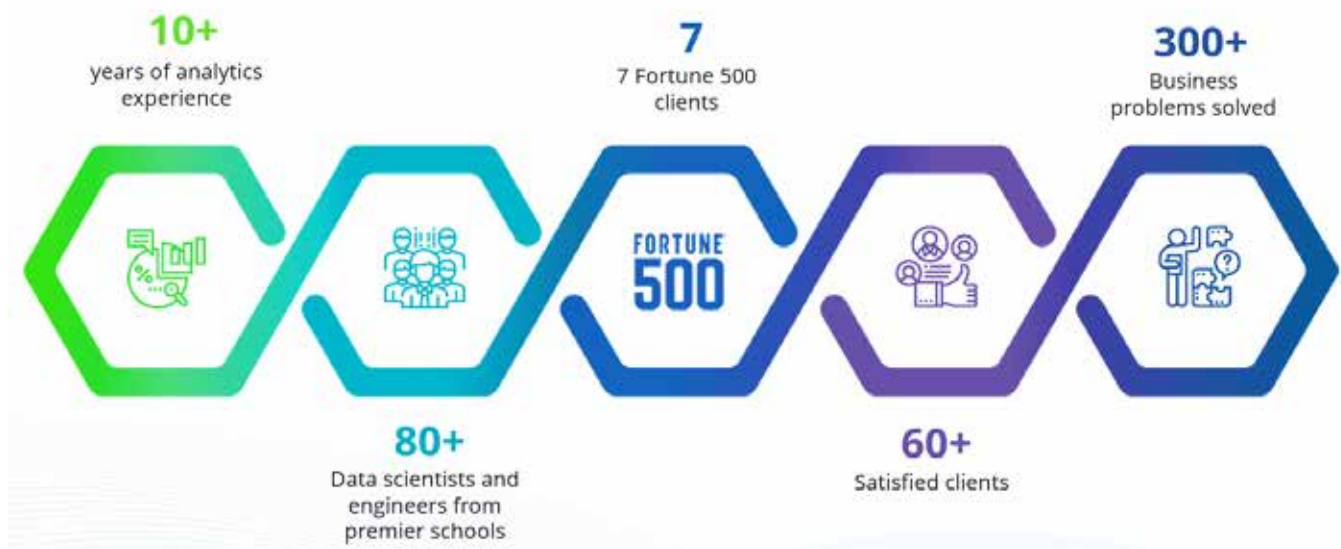
About TransOrg Analytics

TransOrg Analytics has built a scalable and cost-effective integration of 'Big Data' and 'Predictive Analytics'. The idea is to help companies make better decisions by understanding the customer's needs through data analytics. By building intelligent and scalable solutions, we help our clients to realise both their short-term tactical and long-term strategic value. Our data scientists have creatively used open source technologies to develop a suite of productized services and industry-centric proprietary, predictive and optimization models.

We, at TransOrg Analytics, are ready to guide you with our unique course proposition where our domain experts guide and mentor you. Real world data becomes your classmate and real-life problems would be your opportunities to solve. With 10+ years of experience in analytics, team of 80+ Data Scientists from premier school, TransOrg has solved 300+ problems for top brands across the globe.

We specialize in providing advanced analytics and Automated Machine Learning based solutions, services and products in the areas of Marketing, Operations and Risk Management to clients across the industries including Banking, Financial Services, Insurance, Asset Management, Brokerage, Retail, Consumer Packaged Goods (CPG), Telecom, Aviation and Hospitality.

A snapshot of TransOrg Analytics



Leadership that Drives us to Success

TransOrg's top management comes from Banking, Financial Services, Insurance, CPG and Edutech sectors from companies like American Express, ICICI Bank, Bank of America, Congnizant, TCS. Their personal involvement at each step is a key differentiator from other service providers in education field.

TransOrg's acclaimed faculty



Rahul Rai
Director - Analytics

Rahul, a B.Tech from IIT, Kharagpur has over 13 years of rich experience in advanced analytics, Machine Learning and AI domain.



Amit Upadhyay
Head - Products

Amit, B.Tech and M.Tech in CS from IIT, Mumbai has over 11 years of experience across enterprise application integration, EdTech, product ideation, GTM, enterprise architecture microservices and systems design.



K.S. Bisen
Sr. Analytics Lead

Saurabh, MS Statistics from BHU has over 12 years of experience in Data Science and Predictive Modeling on extensive ML algorithms knowledge for big data analytics.



Ferzand FK
Lead - Knowledge Development

Ferzand, an IIM, Ahmedabad graduate has over 10 years of Analytics, Strategy, P&L Management, Corporate Training and Business Development experience.



Pushpak Jindal
Sr. Analytics Lead

Pushpak, IIT, Delhi alumnus has over 9 years of experience in customer analytics, Machine Learning & process automation in financial services and insurance sectors.



Lakshya Bhatia
Sr. Analytics Lead

Lakshya, Masters in Business Analytics from IIM, Lucknow has over 5 years experience in formulating/implementing analytical solutions, customer and predictive analytics, ROI optimization and visualization tools.



Himanshu Gupta
Analytics Lead

Himanshu, B.Tech from IIT, Delhi has over 6 years of experience in data analytics and Machine Learning in BFSI and CPG sectors.



Archi Agarwal
Analytics Specialist (BFSI)

Archi, an IIT Delhi alumnus is a specialist in the BFSI domain with over 3 years of experience in customer transaction analysis, user behavior analysis, and stimulus experimentation design.



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