

# Wisdom Foundation

Nourishing your Knowledge

# Objectives

- > **Mission Statement - Nourishing your knowledge**
- > **Goal** - Data as a tool for everyone
- > Approach
  - Workshops based on case studies
  - Theory mixed with implementation
  - Hands on
  - Focus is how you can build a portfolio which you can show case
  - Focus is to traverse the path in your journey of learning and understanding data
  - Micro courses - 3 classes focussing on a particular topic
  - Macro courses – 5 to 10 classes spanning over 3 to 5 weekends delivering a particular subject

# Courses

## > Micro Courses

- Simplifying AI, ML , DL and Data Science

### **3 classes of 2 hrs each**

- Data Visualization in Python
- Data Visualization in R
- Introduction to Machine Learning
- Intermediate Machine Learning

## ▪ Macro Courses

- Data Science using Python( 10 classes of 2 hours each)
- Business Analytics in R ( 10 classes of 2 hours each)
- Marketing Analytics in R (5 classes of 2 hours each)

Beginner

Beginner

Intermediate

Beginner to Proficient

Intermediate / Proficient

# Simplifying AI, ML , DL and Data Science

A 1 day workshop which would **demystify** the various jargons such as **AI , Machine Learning , Deep Learning , Data Science .**

Through this session you will be able to understand the relation between AI , Machine Learning , Deep Learning , Data Science . You will understand how these concepts are applied to real life case studies in marketing , finance , health care , social media and various other industries.

This will also help you understand the various terms used in business discussions and conversations. You will also be able to make better decisions with this knowledge on how to study and analyse this ever demanding and interesting field.

- > 1 classes of 2 hrs
- > Total fee = INR 1000

# Data Visualization in Python

- > Introduction to Data Science
  - > Python Basics
  - > Data Manipulation with **Pandas** , a popular data analysis library
  - > Learn how to use Bar Plot , Histogram , Box Plot , Scatter Plot , Heat maps
  - > Case study on Exploratory Data Analysis
- 
- > 3 classes of 2 hrs each
  - > Total fee = INR 5000

# Data Visualization in R

- > Introduction to Data Science
  - > R Basics
  - > Data Manipulation with **tidyverse**
  - > Learn the grammar of data manipulation with select , mutate , arrange , filter and summarise
  - > Data Visualization and Exploratory Data Analysis with ggplot2
  - > Learn how to use Bar Plot , Histogram , Box Plot , Scatter Plot , Facet and maps
  - > Case Study 1 on Exploratory Data Analysis
- 
- > 3 classes of 2 hrs each
  - > Total fee = INR 5000

# Introduction to Machine Learning

- > Supervised Learning
- > How Models work
- > A Machine Learning Model - Hands On
- > Linear Regression
- > Model Validation
- > Underfitting and Overfitting
- > Random Forests

- > 3 classes of 2 hrs each
- > Total fee = INR 5000

# Intermediate Machine Learning

- > Handling Missing Values
- > Handling Categorical Variables
- > Cross Validation
- > Polynomial Regression
- > Lasso Regression
- > Ridge Regression
- > Xgboost
- > Unsupervised Learning
- > Principal Component Analysis

- > 3 classes of 2 hrs each
- > Total fee = INR 5000



# Data Science using Python

- > Data Manipulation using pandas
- > Data exploration using matplotlib , seaborn
- > Modelling basics , Cross Validation
- > Linear Regression , Lasso and Ridge Regression
- > Logistic Regression
- > Decision Trees
- > Unsupervised Learning , PCA

- > Introduction to Kaggle
- > End to End Machine Learning Part 1
  - > EDA , Feature Engineering
- > End to End Machine Learning Part 2
  - > Modelling using Generalized Linear models , XGBoost
  - > Wrap up

- > 10 classes of 2 hrs each
- > Total fee = INR 20,000

# Business Analytics in R

- > Data Manipulation using tidyverse
- > Data exploration using ggplot2
- > Modelling basics , Cross Validation
- > Linear Regression , Lasso and Ridge Regression
- > Logistic Regression
- > Decision Trees
- > Unsupervised Learning , PCA

- > Introduction to Kaggle
- > End to End Machine Learning Part 1
  - > EDA , Feature Engineering
- > End to End Machine Learning Part 2
  - > Modelling using Generalized Linear models , XGBoost
  - > Wrap up

- > 10 classes of 2 hrs each
- > Total fee = INR 20,000

# Marketing Analytics in R

- > Data Manipulation using tidyverse
- > Data exploration using ggplot2
- > Statistical Segmentation, Recency Frequency and Monetary Value, R demonstration
- > Managerial Segmentation , R demonstration
- > Predictive Analytics , Statistical Models , R demonstration
- > Customer Lifetime Value , Transition Matrix , R demonstration

- > 5 classes of 2 hrs each
- > Total fee = INR 10,000

Thank you