

The background of the cover features a glowing, translucent brain with orange and blue highlights, set against a dark blue background with a city skyline at night. A hand is holding a smartphone in the foreground, with the screen displaying the same city skyline. The entire image is framed by two thick orange diagonal lines.

Business Analytics Master

ABOUT US

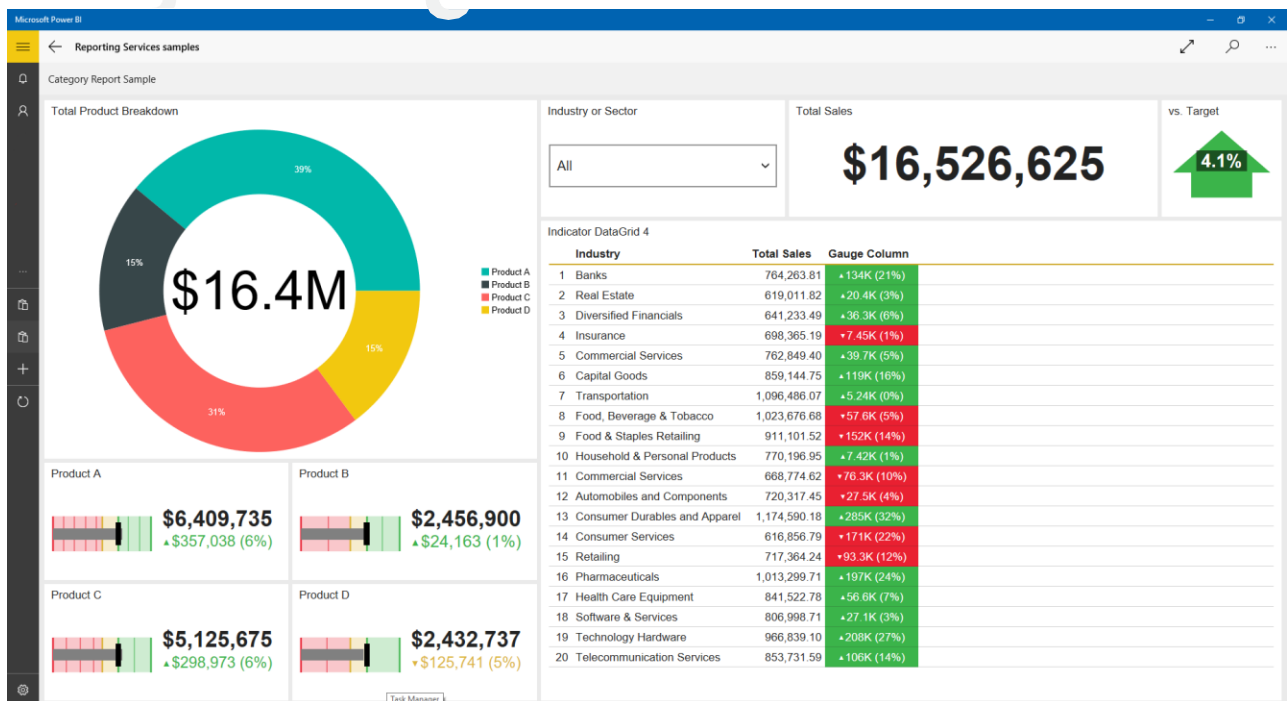
We are on a mission to build a professional product-driven community around the globe where an individual can collaborate, learn, share and develop real-time use cases with trending technologies.

We at iNeuron Academy, believe in delivering a quality curriculum with a highly qualified professional team that worked as Senior Data Scientist, Deep Learning Engineer and AI researcher's in leading MNC'S around the globe. Our main focus is to provide a different way of experience for freshers as well as professionals throughout our community which will make them work, learn, develop and grow in the competitive industry.

We transform an individual from zero to having an enriching career by providing them with necessary support from our team of experts, while we create opportunities for our candidates from our lifelong learning community who believe in sharing, learning and growing together.

We believe in providing best-quality training across the globe to enrich user experience from our blended learning approach which focuses on a different mode of experience to learn, build and grow. iNeuron Academy offers cost-effective high-quality education and more focus is implied on building something unique for the industry with our world-wide community to work differently among the crowd.

Power BI



Data Analytics




Data Analytics



Introduction to Analytics

1. Python for Data Analytics -

- Install setup and overview.
- Ipython/Jupyter Notebook overview.
- Intro to NUMPY
- Creating Arrays.
- Using Arrays and Scalar.
- Indexing Arrays.
- Arrays transposition.
- Universal arrays function.
- Arrays processing.
- Array input and output.
- Series.
- Data frames.
- Index Objects.
- Re-index.
- Drop entry.
- Selecting entries.
- Data alignment.
- Rank and Sort.

- Summary statistics.
 - Missing data.
 - Index Hierarchy.
 - Reading and writing text files.
 - JSON with Python.
 - HTML with Python.
 - Microsoft Excel files with Python.
 - Merge.
 - Merge on Index.
 - Concatenate.
 - Combining Data Frames.
 - Reshaping.
 - Pivoting.
 - Duplicates in DataFrames.
 - Mapping.
 - Replace.
 - Rename index.
 - Binning.
 - Outliners.
 - Permutation.
 - GroupBy on DataFrames.
 - GroupBy on Dict and Series.
 - Aggregation.
 - Splitting, Applying and combining.
 - Cross Tabulation.
 - Installing Seaborn.
 - Histograms.
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- Kernel Density estimate plots.
- Combining plot styles.
- Box and Violin plots.
- Regression Plots.
- Heat maps and clustered matrices.
- Introduction to SQL with Python.
- SQL - SELECT, DISTINCT, WHERE, AND & OR.
- SQL WILDCARDS, ORDER BY, GROUP BY, and Aggregate Functions.

-----**Projects**-----

- **Stock Market Analysis.**
- **House prices : Advanced Regression Techniques.**
- **Election Analysis.**



2. SQL FOR DATA ANALYTICS -

- Introduction.
 - ER Diagram.
 - Schema Design.
 - Normalization.
 - SQL SELECT statement.
 - SQL SELECT using common functions.
 - SQL JOIN overview.
 - INNER JOIN.
 - LEFT JOIN.
 - RIGHT JOIN.
 - FULL JOIN.
 - SQL best practice.
 - INNER JOIN – Advanced.
 - INNER JOIN and LEFT JOIN combo.
 - SELF JOIN.
 - JOINS and AGGREGATION – Subqueries.
 - Sorting.
 - Independent Subqueries.
 - Co-related Subqueries.
 - Analytic function.
 - Set operations.
 - SQL views.
 - Create a view.
 - Create a view using DDL.
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- SQL insert – Advanced Technique.
- Insert to create table.
- INSERT to new data on existing table – 1.
- INSERT to new data on existing table – 2.
- INSERT to new data on existing table - 3
- INSERT to new data on existing table - 4.
- SQL update – Advance technique and TCL.
- SQL delete and TCL.
- SQL constraints.
- SQL aggregations.
- SQL programmability.
- SQL query performance.
- SQL Extras.


-----**Projects**-----

- **Ecommerce analysis – Tableau integration.**
- **Sales Data Analysis - Tableau integration.**



Advance Excel

3. Data wrangling with Excel -

- Microsoft Excel fundamentals.
 - Entering and editing texts and formulae.
 - Working with basic Excel functions.
 - Modifying an Excel worksheet.
 - Formatting data in an excel worksheet.
 - Inserting images and shapes into an Excel worksheet.
 - Creating Basic charts in Excel.
 - Printing an Excel worksheet.
 - Working with an Excel template.
 - Working with an excel list.
 - Excel list function.
 - Excel data validation.
 - Importing and exporting data.
 - Excel pivot tables.
 - Working with excels PowerPivot tools.
 - Working with large sets of Excel data.
 - Conditional function.
 - Lookup functions.
 - Text based functions.
 - Auditing and Excel worksheet.
 - Protecting Excel worksheets and workbooks.
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- Mastering Excel "What-if?" Tools?
- Automating Repetitive Tasks in Excel with Macros.
- Macro Recorder Tool.
- Excel VBA Concepts.
- Advance VBA.
- Preparing and Cleaning Up Data with VBA.
- VBA to Automate Excel Formulas.
- Preparing Weekly Report.
- Working with Excel VBA User Forms.
- Importing Data from Text Files.

-----**Projects**-----


- **E-Commerce Customer Analysis.**
- **Project Management Dashboard.**
- **Sales Dashboard.**





4. Business Statistics


- Descriptive Analytics.
- Inferential Statistics.
- Hypothesis Test - 1 & 2.
- Covariance.
- Correlation.
- Regression.
- Conjoint & Discriminant Analysis.
- Discrete Uniform Distribution.
- Continuous Uniform Distribution.
- Binomial Distribution.
- Poisson Distribution.
- Normal Distribution.
- Sampling Techniques.
- T-Distribution.
- Hypothesis Testing and Confidence Intervals.
- Chi Square Test and Distribution.
- Bayes Theorem.

5. Visual Analyst

- Talking about Business Intelligence.
 - Tools and Methodologies used in BI.
 - Why Visualization is getting more popular.
 - Why Tableau?
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- Gartner Magic Quadrant of Market Leaders.
 - Future business impact of BI.
 - Let's Explore...
 - Tableau Products.
 - Tableau Architecture.
 - BI Project Execution.
 - Tableau Installation in local system.
 - Introduction to Tableau Prep.
 - Tableau Prep Builder User Interface.
 - Data Preparation techniques using Tableau Prep Builder tool.
 - How to connect Tableau with different data source.
 - Visual Segments.
 - Visual Analytics in depth.
 - Filters, Parameters & Sets.
 - Tableau Calculations using functions.
 - Tableau Joins.
 - Working with multiple data source (Data Blending).
 - Building Predictive Models.
 - Dynamic Dashboards and Stories.
 - Sharing your Reports.
 - Tableau Server.
 - User Security.
 - Scheduling.
 - PDF File.
 - JSON File.
 - Spatial File.
 - Statistical File.
 - Microsoft SQL Server.
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- Salesforce.
 - AWS.
 - Azure.
 - Google Analytics.
 - R.
 - Python.
 - Hadoop.
 - OneDrive.
 - Microsoft Access.
 - SAP HANA.
 - SharePoint.
 - Snowflake.
 - Subject.
 - Planning.
 - Pen & Paper approach.
 - Tools.
 - Color theme.
 - Shapes.
 - Fonts.
 - image Selection.
 - text position.
 - visual placing.
 - Story layout & design.
 - Dashboard planning.
 - Power BI introduction and overview.
 - Key Benefits of Power BI.
 - Power BI Architecture.
 - Power BI Process.
 - Components of Power BI.
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- Power BI - Building Blocks.
 - Power BI vs other BI tools.
 - Power Installation.
 - Overview of Power BI Desktop.
 - Data Sources in Power BI Desktop.
 - Connecting to a data Sources.
 - Query Editor in Power BI.
 - Views in Power BI.
 - Field Pane.
 - Visual Pane.
 - Custom Visual Option.
 - Filters.
 - Introduction to using Excel data in Power BI.
 - Exploring live connections to data with Power BI.
 - Connecting directly to SQL Azure, HD Spark, SQL Server Analysis Services/ My SQL.
 - Introduction to Power BI Development API.
 - Import Power View and Power Pivot to Power BI.
 - Power BI Publisher for Excel.
 - Content packs.
 - Introducing Power BI Mobile.
 - Power Query Introduction.
 - Query Editor Interface.
 - Clean and Transform your data with Query Editor.
 - Data Type.
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- Column Transformations vs Adding Columns.
- Text Transformations.
- Cleaning irregularly formatted data –Transpose.
- Date and Time Calculations.
- Advance editor: Use Case.
- Query Level Parameters.
- Combining Data – Merging and Appending.
- Data Modelling.
- Calculated Columns.
- Measures/New Quick Measures.
- Calculated Tables.
- Optimizing Data Models.
- Row Context vs Set Context.
- Cross Filter Direction.
- Manage Data Relationship.
- Why is DAX important?
- Advanced calculations using Calculate functions
- DAX queries.
- DAX Parameter Naming.
- Time Intelligence Functions.
- Types of visualization in a Power BI report.
- Custom visualization to a Power BI report.
- Matrixes and tables.
- Getting started with color formatting and axis properties.
- Change how a chart is sorted in a Power BI report.



- Move, resize, and pop out a visualization in a Power BI report.
- Drill down in a visualization in Power BI.
- Drill Through.
- Histograms.
- Basic Area chart.
- Combo Chart in Power BI.
- Customize visualization title, background, and legend.
- Doughnut charts in Power BI.
- Scatter Charts in Power BI.
- Funnel charts in Power BI.
- KPI Visuals.
- Radial Gauge charts in Power BI.
- Bookmarks in Power BI.
- Slicers in Power BI.
- Filters.
- Report Level Parameters.
- Z-Order.
- Waterfall charts in Power BI.
- Create a Power BI dashboard.
- Dashboard tiles in Power BI.
- Pin a tile to a Power BI dashboard from a report.
- Pin an entire report page to a Power BI dashboard.
- Data alerts in Power BI service.
- Add an image, text box, video, hyperlink or web code to your dashboard.



- Configuring a Dashboard.
 - Power BI Q&A.
 - Display a dashboard tile in Focus mode.
 - Power BI embedded.
 - Row Level Security in Power BI.
 - Report Server Basics.
 - Refresh a dataset created from a Power BI Desktop file – local.
 - Refresh a dataset created from a Power BI Desktop file – cloud.
 - Web Portal.
 - Paginated Reports.
 - Data Gateways.
 - Scheduled Refresh.
 - Resources (Rest API/ SOAP API's/ URL Access).
 - R Integration in Power BI Desktop.
 - R Powered Custom Visuals.
 - Creating R visuals in Power BI.
 - R Visuals in Power BI Service.
 - R Scripts Security.
 - Creating visual using Python.
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THANKYOU