Data Analytics
Certificate Course

Take Practical Decisions Using Data Analytics Course

Part Time

Hybrid– Live Online & Classroom

136 Hours

Certificates Awarded by

IBM

360 **DigiTMG**
Digital Transformation | Management | Governance

Course Highlights

136 Hours
Blended - Online and Classroom

100+ Hours
Assignments and practicals

2+
Capstone projects

Lifetime
Access to LMS

Prerequisites

☑ Need basic computer skills

☑ Basic mathematical concepts knowledge

☑ Analytical mindset is recommended

☑ Basic excel knowledge is mandatory

Course Objective

The Data Analytics course empowers you with all the needed skills and leverages the power of data to make intelligent business decisions. This program covers the responsibilities of various roles in the domain of Analytics, including Business Analysis, Data Analyst, Data Scientist, Data Engineer, AI Expert, Project Managers for Data Analytics, Chief Data Officers, etc.The quizzes and exams will reinforce the learning and help take corrective actions before the students face the job market with confidence. Programming languages, tools and algorithms that one will learn will be most advanced starting right from the basics.

360DigiTMG Advantages

01

AI driven Learning Management System (LMS)

Students will be provided with LMS access for lifetime, which includes class recordings, self-paced videos, assignment course works, reference materials, datasets, algorithms, etc.

02

15+ years experience training faculties

Faculties with 15+ years of average experience and hail from top universities including IIT, ISB, IIM. Our trainers trained a lot of corporate clients, which includes many Fortune 500 companies.

03

Trained 20,000+ professionals

Carries a legacy of training 20,000+ professionals and 10,000+ students from across the globe. Our program has been approved by 3 leading international universities /accreditation bodies.

04

Curriculum

Curriculum has been meticulously designed by industry experts by considering student communities as well as working professionals.

05

Career Mentorship & Placement Assistance

With 98% job placement success rate for the students who met the training requirements, our success rate is the highest in the industry.

Learning Outcomes

- Perform Data Visualization and Descriptive Statistical Analysis using Python

- Perform load, retrieve, update, and delete the data in RDBMS

- Analyse Structured and Unstructured data using different SQL and NoSQL queries

- Develop an understanding of row-oriented and document-based database systems

- Apply data-driven, visual insights for business decisions using Power BI and Tableau

- Build Business Intelligence reports and dashboards and reports for day-to-day applicability

- Develop live reports from streaming data to take proactive business decisions

- Use Advanced Excel concepts to represent data for easy understanding

- Form relationships in your data model and learn data visualization best practices

Who should attend

Business Analysts, Data Analyst, Data Scientist, Data Engineer, Project Managers for Data Analytics or Data Stream projects

Employers planning to adopt a digital-based business approach leading to productivity and sustainability of the business

Schools, Universities and Colleges looking to upskill their faculties in Digital Courses

Candidates aspiring to be Data Analyst, Analytics Manager / Professional, Business Analyst, Developer in Data Analytics

Industries applicable: Banking, Insurance, Finance Retail, E-commerce, Marketing, Travel & Tourism, Agriculture, Consulting, Customer Service, Education, Engineering, Finance, Government, Health, Mining Hospitality, Hospitals, Human Resources, Information Systems, Information Technology, Law Enforcement, Manufacturing, TeleCommunication, Oil and Gas, Public Relations, Purchasing, Quality Assurance, Software Development, Training, etc.

Course Modules

Python

- Python Introduction
- Python Data Structures, Dictionaries & Sets
- Python Packages for Analysing the Data
- Advance Python Programming
- Advance Python Programming: Web Extraction and Serialization
- Descriptive Statistical Analytics / EDA
- Data Visualization using Python Libraries such as Matplotlib, Seaborn, Bokeh, Plotly

Tableau

- Data Visualization Introduction and Concepts
- Tableau Introduction and Tableau Architecture
- Exploring Data using Tableau
- Working with Data using Tableau including Data Extraction and Blending
- Various Charts in Tableau (Basic to Advanced)
- Hierarchies - Tableau Drill Down and Roll Up Features
- Sorting - Quick Sort, Sort from Headers, Legends, Axis, Tool Bar; Sort by Fields, Nested Sort

- Filtering - Dimension Filters, Measure Filters, Date Filters, Tableau Context Filters
- Groups, Sets and Combined Sets
- Reference Lines, Bands and Distribution
- Parameters - Dynamic Parameters, Parameter Actions
- Forecasting - Exponential Smoothing Technique
- Data Mining Unsupervised Learning - Clustering
- Calculated fields in Tableau, Quick Table Calculations, LOD Expressions
- Tableau Mapping Features
- Tabeau-R and Tableau-Python Integration
- Tableau-SQL integration
- Tableau Interactive Dashboards, Dashboard Actions, Stories
- Tableau Certification Orientation

Power BI

- What is Power BI?
- Transforming Data using Power BI Desktop
- Data Cardinality and Data Modeling in Power BI Desktop
- Introduction to DAX
- Visualizing Your Data

> " The goal is to turn data into information and information into insight. "
>
> **Carly Fiorina**,
> former chief executive officer and chair
> Hewlett-Packard Company

- Power BI-R Integration, Power BI-Python Integration, Power BI-SQL Integration
- Advance Visualization Visualizations
- Power BI Dashboards
- Organization Packs, Security - Working with Others

Excel

- Statistical Analysis using Excel
- Business Moments
- Graphical Techniques using Excel
- Inferential Statistics
- Hypothesis Testing using Excel
- Entering and Editing Text and Formulas
- Woking with Basic Excel Functions
- Formatting Data in an Excel Worksheet
- Creating Basic Charts in excel
- Excel Functions
- Working with an Excel List
- List Functions
- Data Validation
- Pivot Tables
- Conditional Functions
- Lookup Functions
- Text Based Functions
- What-IF Tools
- Understanding Why and How behind Excel Macros
- VBA Variables and Operators

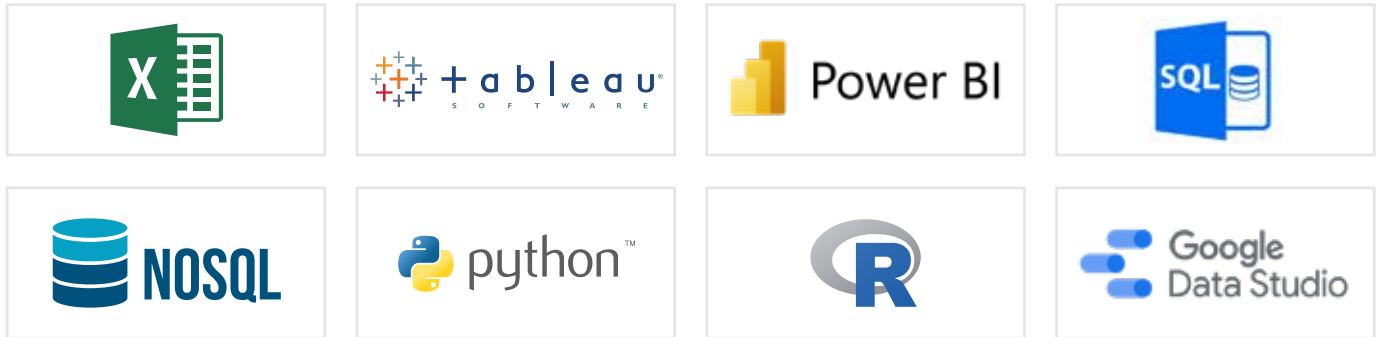- Automate Excel Formulas
- Working with VBA Forms

SQL

- What is Database
- Types of Databases
- DBMS vs RDBMS
- DBMS Architecture
- Normalisation & Denormalization
- Install PostgreSQL
- Install MySQL
- Data Models
- DBMS Language
- ACID Properties in DBMS
- What is SQL
- SQL Data Types
- SQL commands
- SQL Operators
- SQL Keys
- SQL Joins
- GROUP BY, HAVING, ORDER BY
- Subqueries with select, insert, update, delete statements?
- Views in SQL
- SQL Set Operations and Types
- SQL functions
- SQL Triggers
- Introduction to NoSQL Concepts
- SQL vs NoSQL
- Database connection SQL to Python

Search interest in "Business Intelligence" has grown by **132%** over the last five years.

Tools Covered

Key Benefits

Integration between the tools is covered in detail.

Python ≫ Tableau	Python ≫ Power BI	R ≫ Tableau	R ≫ Power BI
SQL ≫ Tableau	SQL ≫ Power BI	Python ≫ SQL	R ≫ SQL

Best Practical Learning Experience

e-Introduction to Program

⌄⌄

Live or Classroom Sessions

⌄⌄

Assignments

⌄⌄

Weekly Clarification Sessions

⌄⌄

Monthly Webinar sessions

⌄⌄

Final Exam by 360DigiTMG

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Post-Learning and advanced course videos

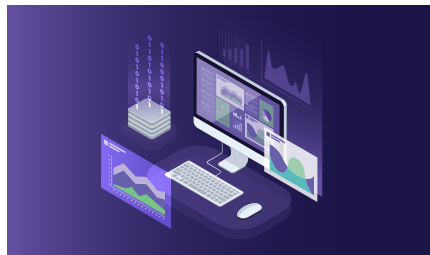⌄⌄

Placement Assistance

⌄⌄

Review and Re-attend sessions

Learning Journey continues

Next recommended courses for your career progression

Data Science Using Python

Data Engineering

Full Stack Data Science

Job Roles to Aim

| Data Analyst | BI Analyst | Data Modeller | Data Scientist |

Panel of coaches

Sharat Kumar
VP - Data Science
Research in Analytics,
Big Data, Deep Learning

Bhargavi Kandukuri
Senior Data Analyst
Business Intelligence, Power BI,
Tableau, SQL, Python

Tarakeshwari Junge
Data Scientist

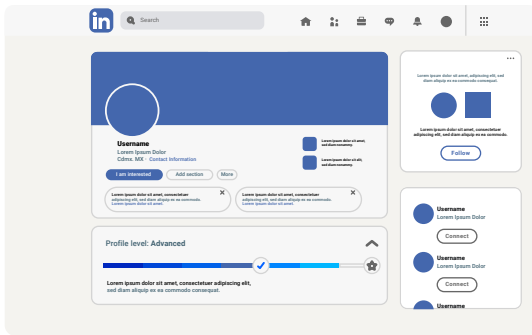**Sampath Bukya**
Data Scientist

Industry Career Services

100+ hours
Interview preparation session

3+ mock interviews
with industry experts
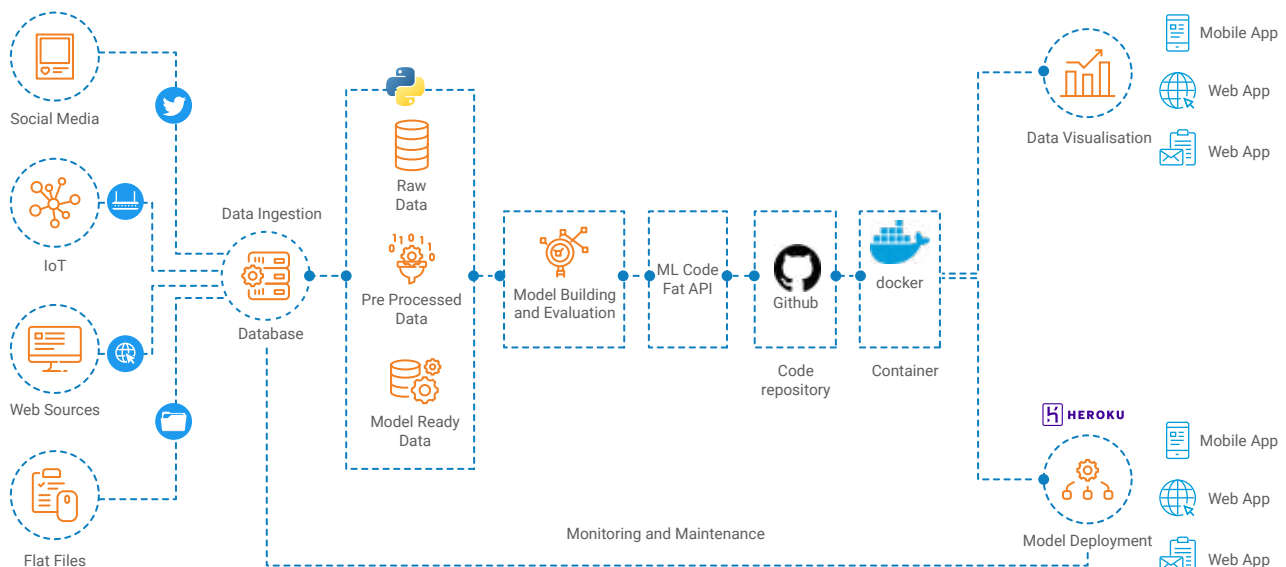
Support on LinkedIn
profile preparation

Support on
resume preparation

Live projects in support with

INNODATATICS
Innovation • Data • Analytics

IBM

Panasonic

Social Media

IoT

Web Sources

Flat Files

Data Ingestion

Database

Raw Data

Pre Processed Data

Model Ready Data

Model Building and Evaluation

ML Code Fat API

Github
Code repository

docker
Container

HEROKU

Model Deployment

Monitoring and Maintenance

Data Visualisation

Mobile App

Web App

Web App

Mobile App

Web App

Web App

Get Certified! Get Recognized!

Upon successfully completing the programme with a minimum 50% score, you will be awarded with Block chain enabled digital Certificate on Data Analytics from 360DigiTMG and IBM Certificate.

All samples shown are for illustration purposes only. Actually certificate might vary based on course enhancements and awarding body

A statement from the leader

CEO's message

We have upped the ante. We have pressed on the gas pedal. We have transformed over years with our AI capabilities-driven learning aids, which includes our AiTutor for effective analysis based on the learning behaviors of students. These insights will make the learning actionable.
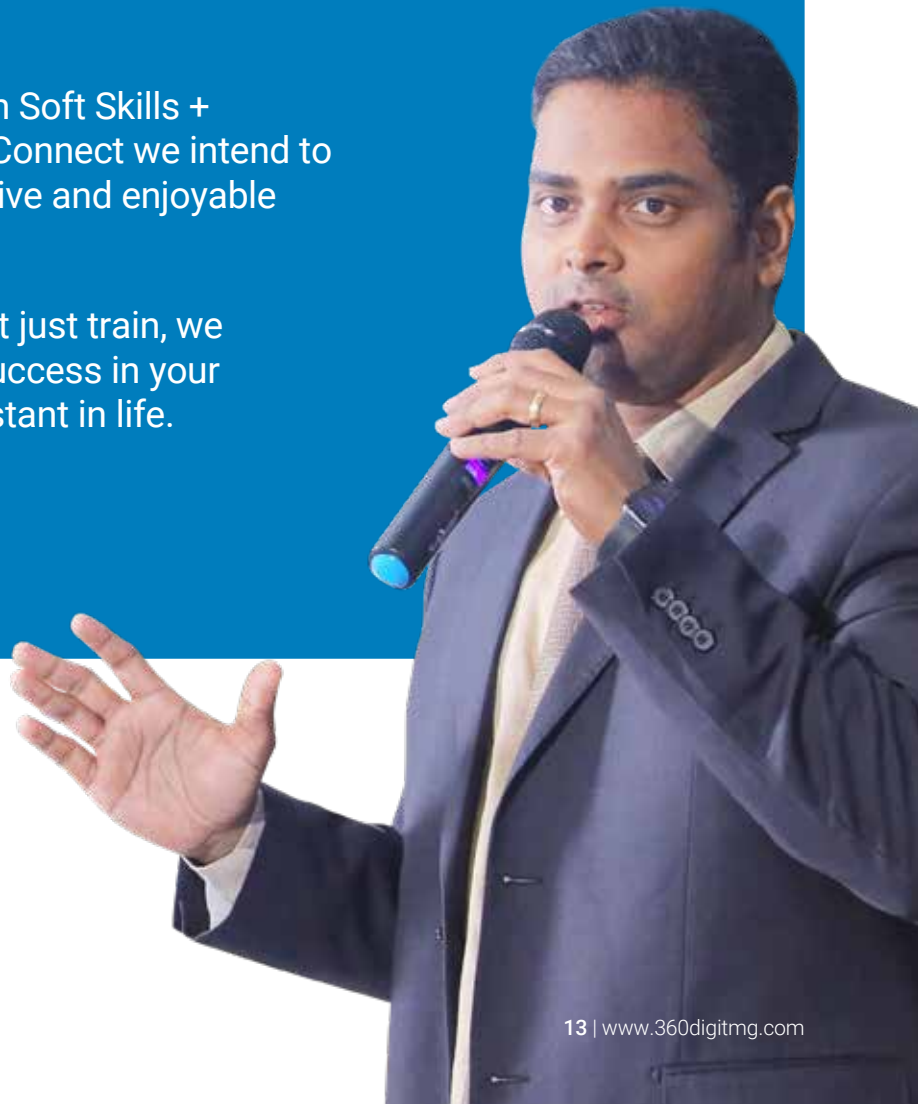
This goes back to our pledge of bringing the best in you and with the killer objective of job placement for our students, we filled "Job - The Ultimate Destiny" in our DNA.

With the introduction of AI driven Soft Skills + Industry Leader Talks + Alumni Connect we intend to make the learning journey lucrative and enjoyable like never before.

With our broad theme - "We don't just train, we transform careers", I wish you success in your upskilling, which is the only constant in life.

Bharani Kumar Depuru

Founder & Director
360DigiTMG and
Innodatatics Inc, USA

Our Alumni Work at

DELL | accenture | Capgemini | amazon

cognizant | HCL | Tech Mahindra | HEXAWARE

wipro | verizon | Infosys | tcs TATA CONSULTANCY SERVICES

Mindtree | J.P.Morgan | Hewlett Packard Enterprise | AirAsia

Coca-Cola | vodafone | ALLEGIS GROUP | Deloitte.

Ford | HUGHES SYSTIQUE | HTC global services | ibssoftware

KONE | Röhlig LOGISTICS | virtusa | Medtronic

dhiOmics DEVICE | DATA | DECISIONS | Dalmia Bharat Group | CYBER SECURITY HIVE | L&T Infotech

wings business made better | Futurense | Indian Eagle | suneratech

SATURAM | Aricent .ALTRAN GROUP | TESLA | urjanet

Testimonials

> "
>
> I had great fun and a fabulous experience in this course. The teaching was good but I really felt that the live project experience was the best part of this course. Placement cell is very sincere
>
> **Nikhil Miriyala**

> The course was well structured and our trainer was very thorough in the concepts. Placement training and interview preparations helped me to switch my career to Data Science. Thanks to 360DigiTMG.
>
> **Seshadri M**
>
> "

> "
>
> I felt very comfortable with teacher and the subjects taught. They covered most of the concepts and gave us several assignments. Teaching was interactive and lively. I got a lovely job. I am so happy.
>
> **Sowjanya V**

> The faculty went to great depths to clarify our doubts. They gave us a lot of assignments and one very challenging live project. Great place to study.
>
> **Venu Panjarla**
>
> "

Accreditation to international certification bodies

SUNY The State University of New York

UTM UNIVERSITI TEKNOLOGI MALAYSIA — School of Professional and Continuing Education (SPACE)

IBM

Panasonic

NASSCOM®

tcs iON

TÜV SÜD ISO 9001

Microsoft

NEF NATIONAL EDUCATION FOUNDATION

Potsdam STATE UNIVERSITY OF NEW YORK

UTMSPACE

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360 DigiTMG®
Digital Transformation | Management | Governance

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