



E&ICT Academy
IIT Guwahati

acredian
credentials that matter

Professional Certificate Program in Business Analytics for Managers

6 Months | Online | Instructor Led

Certification Program for Working Professionals



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Why Choose IIT G Business Analytics Program?

IIT
Brand

Get certified from
Premier Institution

Top 10

Ranked 7th in NIRF
Rankings in India

International
Recognition

Be a part of a globally
renowned institute

Alumni
Status

Attain Alumni Status
@E&ICT IIT Guwahati



Trending Business Analytics Skills in 2024

**Data
Management**

**Inferential
Statistics**

**Advanced
SQL**

**Data
Modeling**

**Marketing
Analytics**

**Data
Visualization**

Enhance your grasp of Business Analytics skills to drive your organization's growth. From foundational analytics to applied industry analytics, this program prepares you with the most in-demand skills required for managers and leaders in 2024.

Who should enroll in this Program?

Unlock potential from data with the Professional Certificate Program in Business Analytics for Managers. Ideal for emerging leaders and ambitious professionals. Gain a profound understanding of Business Analytics. Accelerate your career in Data Driven Decision Making.





**Your Future in
Business Analytics
Starts Here**

A Learning Experience Unlike Any Other

IIT G

Others

India's Top 10 Institute ✓ ✗

Hands-On Learning ✓ ✗

Top Faculty from Amex,
Novartis etc. ✓ ✗

Success Coach ✓ ✗

Live Online Lectures ✓ ✗

Alumni Status ✓ ✗

International Summits ✓ ✗

Why choose IIT Guwahati Business Analytics Program?

Prestigious Institution

The brand value associated with an IIT certification can provide a significant boost to your professional credentials and open doors to new career opportunities.

Comprehensive Curriculum

The program is designed to provide a comprehensive understanding of business analytics and its applications across various industries.

Climb the Growth Ladder

The program incorporates industry-relevant case studies and real-world projects, allowing participants to apply their knowledge to practical scenarios.

Gain Competitive Edge

This Program will provide you with a competitive edge in the job market increasing your opportunities.

Advance Your Career

The program is designed for professionals who aspire to transition into managerial roles that require extensive use of business analytics.

Unlock Data Driven Roles

Get ready for roles like Business Analyst, Data Strategist, or Analytics Consultant.



E&ICT Academy
IIT Guwahati

Business Analytics Program Syllabus

Learn what matters in 6 months!



What you'll learn

Term 1: Foundation of Business Analytics

Module 1: Introduction to Business Analytics

- Topic 1: Analytics as a Strategy Lever
- Topic 2: Organizational Analytics Readiness
- Topic 3: Analytics Lifecycle
- Topic 4: Tools Used by Analytics Teams

Module 2: Data Analytics Fundamentals for Managers

- Topic 5: Data Ecosystem (Analytics Life Cycle)
- Topic 6: Acquiring & Preparing Data
- Topic 7: Analyzing, Visualizing, & Communicating Results
- Topic 8: The Problem Solving Framework

Module 3: Descriptive Analytics

- Topic 9: Exploring Data Through Descriptive Statistics
- Topic 10: Principles of Data Visualization
- Topic 11: Designing Impactful Dashboards & Reports
- Topic 12: Crafting Compelling Narratives with Visual Data

What you'll learn

Module 4: Inferential Statistics for Decision Making

- Topic 13: Hypothesis Testing & Confidence Intervals
- Topic 14: Introduction to Regression Analysis
- Topic 15: Understanding Correlation & Causation
- Topic 16: Applying Analytical Techniques in Business Scenarios

Term 2: Data Management & SQL for Business Insights

Module 5: Data Management for Business

- Topic 17: Managing Data Storage Systems in Business
- Topic 18: Data Quality & Integrity in Business Processes
- Topic 19: Implementing Data Governance & Compliance
- Topic 20: Utilizing Data Modeling for Business Intelligence

Module 6: SQL Fundamentals for Business Analysis

- Topic 21: Introduction to SQL for Business Decision Making
- Topic 22: Using SQL to Generate Business Report
- Topic 23: Data Aggregation & Analysis with SQL
- Topic 24: SQL for Financial & Operational Monitoring

What you'll learn

Module 7: Data Querying Fundamentals

- Topic 25: Data Retrieval Techniques for Managers
- Topic 26: SQL for Managing Business Operations
- Topic 27: Database Management & Maintenance for Business Leaders
- Topic 28: Leveraging SQL for Strategic Decision Support

Module 8: Advanced SQL for Managers

- Topic 29: Advanced SQL Functions for Business Analysis
- Topic 30: Optimizing Database Performance
- Topic 31: Deploying Data Warehousing Solutions with SQL
- Topic 32: Advanced Data Security & Compliance in SQL



What you'll learn

Term 3: Business Decision Data Modeling

Module 9: Extracting Business Insights from Data

- Topic 33: Strategic Business Analysis with Excel
- Topic 34: Data Cleaning & Preparation for Intelligence Extraction
- Topic 35: Descriptive Statistics for Informed Decision-Making
- Topic 36: Visualizing Data for Actionable Business Insights

Module 10: Decision Making Techniques Using Excel

- Topic 37: Business Analysis with Excel Functions
- Topic 38: Financial Decision-Making with Excel
- Topic 39: Advanced Excel Techniques for Strategic Business Analysis
- Topic 40: Strategic Data Highlighting with Conditional Formatting



What you'll learn

Module 11: Business Reporting with Excel Pivot Tables

- Topic 41: Deriving Insights through Customized Pivot Tables
- Topic 42: Enhancing Efficiency with Advanced Pivot Table Features
- Topic 43: Harnessing Data Analysis Using Pivot Tables
- Topic 44: Streamlining Reporting Processes with Automated Pivot Tables

Module 12: Excel Modelling for Business Solutions

- Topic 45: Excel Modelling basics for Business Leaders
- Topic 46: High-Impact Financial Models for Success
- Topic 47: Excel Models for Business Optimization
- Topic 48: Data Information Retrieval for Business Efficiency

Term 4: Data Visualization & Story Telling

Module 13: Data Visualization & Storytelling Basics

- Topic 49: Data-Driven Decision Making with Power BI
- Topic 50: Streamlining Data Management & Quality
- Topic 51: Optimized Data Structure for Analysis
- Topic 52: Interpretation & Stakeholder Engagement

What you'll learn

Module 14: Advanced Power BI for Strategic Business Insights

- Topic 53: Utilizing DAX Functions for Tailored Insights
- Topic 54: Refined Data Exploration for Deeper Insights
- Topic 55: Enhanced Strategic Planning & Scenario Evaluation
- Topic 56: Predictive Analytics for Informed Decision-Making

Module 15: Real Time Insights & Data Integrity for Managers

- Topic 57: Deploying Reports to Power BI Service
- Topic 58: Monitoring in Real-Time with Dashboards & Tiles
- Topic 59: Ensuring Data Accuracy & Concurrency
- Topic 60: Enhanced Data Security & Compliance

Module 16: Building Reports for Business Insights

- Topic 61: Utilizing Reports for Presentation & Insight
- Topic 62: Exploration & Analysis with Views & Slicers
- Topic 63: Data Interpretation with Conditional & Field Formatting
- Topic 64: Harnessing Natural Language Queries with "Ask a Question"

What you'll learn

Term 5: Applied Managerial Analytics

Module 17: Business Analytics in BFSI

- Topic 65: Risk Analytics in BFSI
- Topic 66: Fraud Analytics in BFSI
- Topic 67: Modeling Credit Risks (Take Home Case)

Module 18: Analytics for Marketing & Telecommunications

- Topic 68: Marketing Terminologies: Review
- Topic 69: Analyzing Customer Behavior & Marketing Strategies
- Topic 70: Customer Lifetime Value (CLV) Analysis in Telecom

Module 19: Analytics in Healthcare & Manufacturing

- Topic 71: Utilizing Real-Time Analytics in Healthcare
- Topic 72: Predictive Modeling for Disease Diagnosis
- Topic 73: Demand Forecasting in Manufacturing



What you'll learn

Module 20: E-commerce & Supply Chain Analytics

Topic 74: Pricing and Profitability Analytics

Topic 75: Basket Analysis and Cross-Selling

Topic 76: Managing Demand Variability (Take Home Case)



Capstone Project & Key Tools Covered

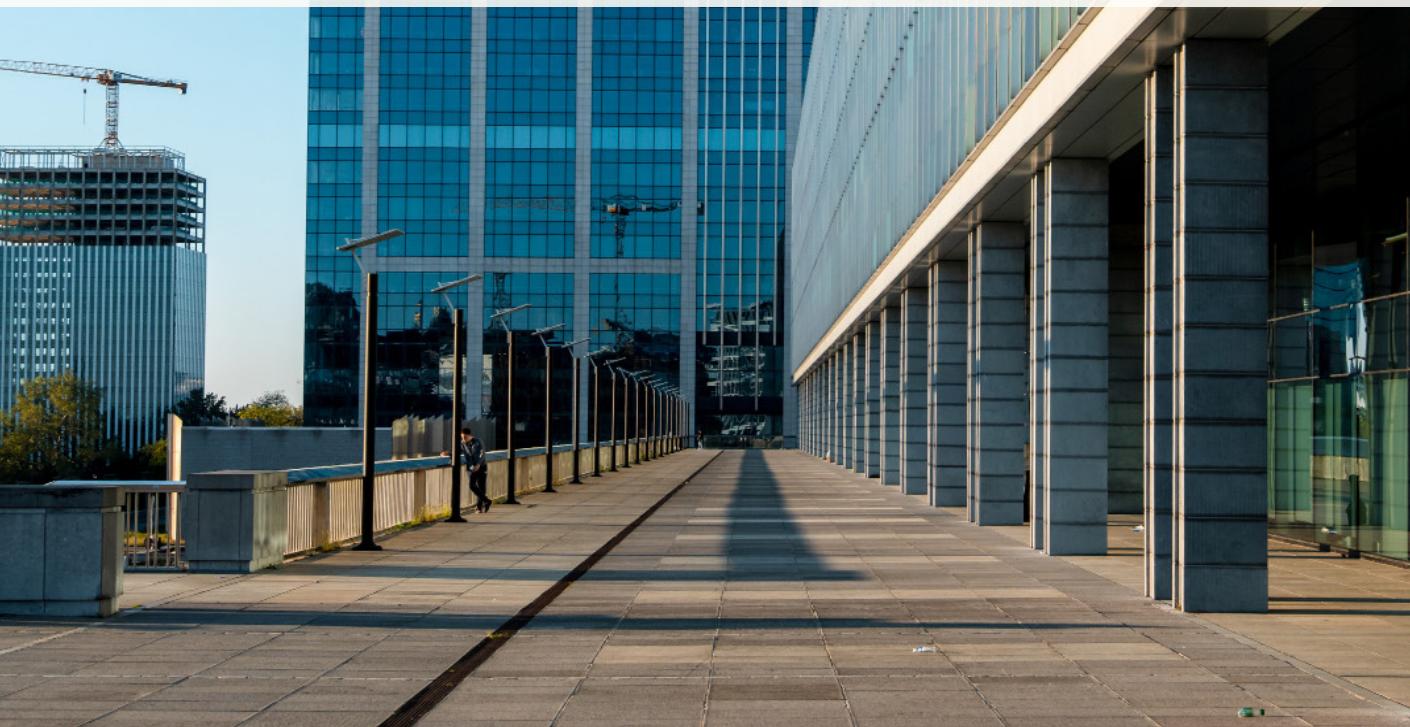
Capstone Project

This capstone project involves advanced data analysis skills through corporate dataset exploration: data acquisition, transformation, exploratory analysis with statistics and visualization, predictive modeling using supervised learning, prescriptive analytics for strategy, and data storytelling for compelling narratives.

Key Tools Covered



**The tools listed are subject to change, will be covered at an introductory level as part of the digital tool ecosystem, and only free or trial versions will be used.*



A close-up portrait of a middle-aged man with dark hair, a well-groomed beard, and a mustache. He is smiling warmly at the camera. He is wearing a light blue, button-down denim shirt. The background is slightly blurred, showing indoor plants and a bright, airy room.

**Embark on a
transformative
journey**

World Class Learning Experience

Experience a dynamic and engaging environment that inspires and challenges you to think critically. Become a worldclass Analytics Professional through hands-on learning, collaboration, and interaction with experts in the field.



Live Classes &
Online Interaction



Top Industry
Practitioners



Lifelong Access
to Study Material



Hands-on
Learning



Capstone
Project



International
Summits



Attain E&ICT IIT Guwahati Alumni Status

On successful completion of Business Analytics Program, candidates will be eligible for alumni status at E&ICT IIT Guwahati. The benefits of the lifetime membership of alumni status include:

- **Access to E&ICT IIT Guwahati Alumni Network**
- **Alumni Meetups & Events**
- **Alumni Specific Scholarships & Grants**
- **Access to Workshops and Conferences**



Career Support with 4 Powerful Sessions



1-On-1 Career Counselling

Our career coach will help you with all your career related queries

Resume Preparation

We'll help you craft a sharp resume to boost your shortlisting chances

Simulated Mock Interviews

Participate in a mock interview to be ready for the real thing

Interview Resources

Get access to 2024 Interview Resources

“ Career coaching begins with self discovery and unfolds through strategic guidance. We are here to illuminate your path, amplify your strength, and navigate the terrain of growth with you. ”



Manjusha Jaggi
Career Coach, Accredian

Key Statistics

6 months

Comprehensive Learning

90+

Hours of Live Classes

5

Terms

3+

Tools & Frameworks

4

Career Assistance Sessions

Get Certified from India's Premier Institution



The certificate provided serves as a representation and may vary from the final certificate. Candidates will receive a digital copy of it upon program completion.

Learn from Top Industry Practitioners



Principal Investigator



E&ICT Academy
IIT Guwahati



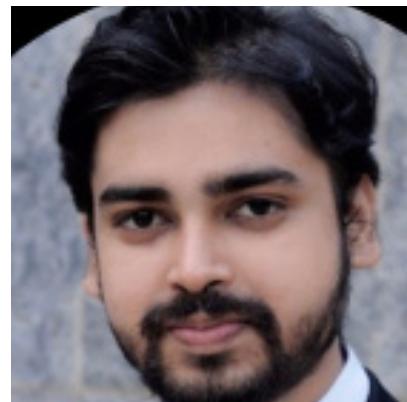
Senior Faculty



Senior Faculty



Data Science Consultant



General Manager



Associate Director



Assoc. Director - DS & AI Eng.



Senior Faculty



100% classes in the program will be taken by Industry Practitioners

Admission Process

1

Apply at iitg.accredian.com

2

Fill the application form & pay the fees.

3

Selected Candidates will receive
Admission Confirmation Letter.

Program Fees

Program Fee: INR 1,20,000 + GST

Application Fee: INR 10,000 + GST



Program Snapshot

START DATE

Tech Orientation: **22nd September, 2024**

Batch Start: **19th October, 2024**

CLASS TIMINGS

Saturday & Sunday
11 AM - 1 PM IST*

DURATION

6 Months

ELIGIBILITY CRITERIA

Total Years of Experience: **1+ Years**
Education: **Graduate**

WEEKLY SCHEDULE

Online classes on weekends
Self practice/assignments on weekdays

PROGRAM FEE

INR 1,20,000 + GST

APPLICATION FEE

INR 10,000 + GST

EMI options available

* E&ICT IIT-G & Accredian reserve the right to change class timings & curriculum as per faculty schedules & updates to curriculum.

Talk to your Learning Advisor



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in association with

accredian
credentials that matter



admissions@accredian.com



www.accredian.com



The World is your Campus

Experience a Transformative Journey to develop a world-class Data Driven Analytical Mindset to thrive as a Global Leader.

