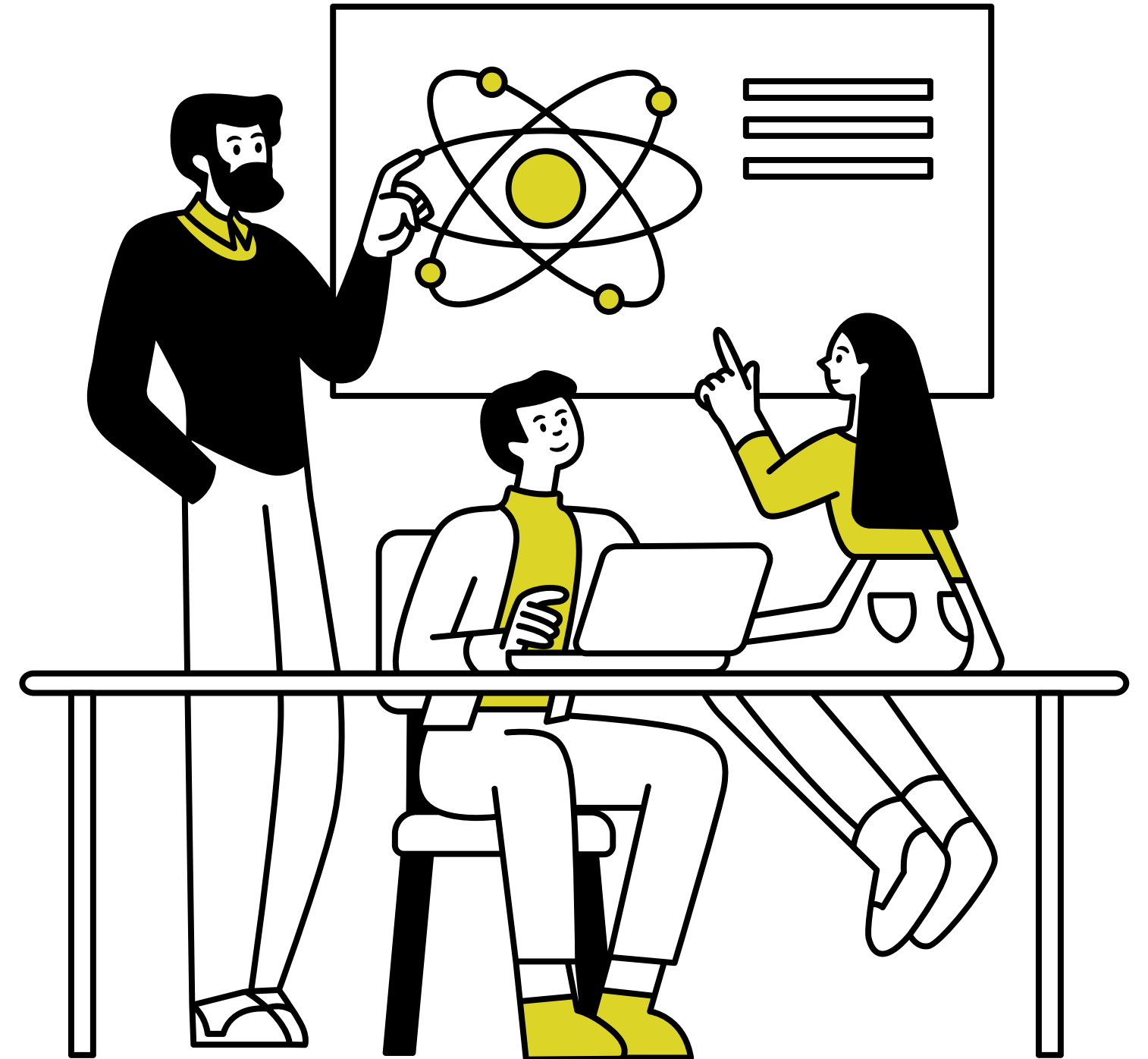


CAMPUS *connect* PROGRAM

Descipr is a business-focused **talent development platform**, aimed at building 360 degree AI professionals for tomorrow.

Present By

Team Descipr



Why Descipr?

With AI gaining momentum, every business needs talent with domain knowledge, interpersonal skills, and technical expertise to bring insights faster and communicate more effectively, thus gaining a competitive advantage. However, there is a shortage of such a talent pool.



Missing block

- Academic Training
- Tools & Technique Knowledge
- Raw Intelligence



Problem 1

Right business fundamentals



Problem 2

Structured problem solving approach



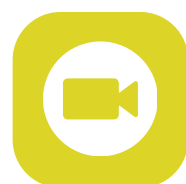
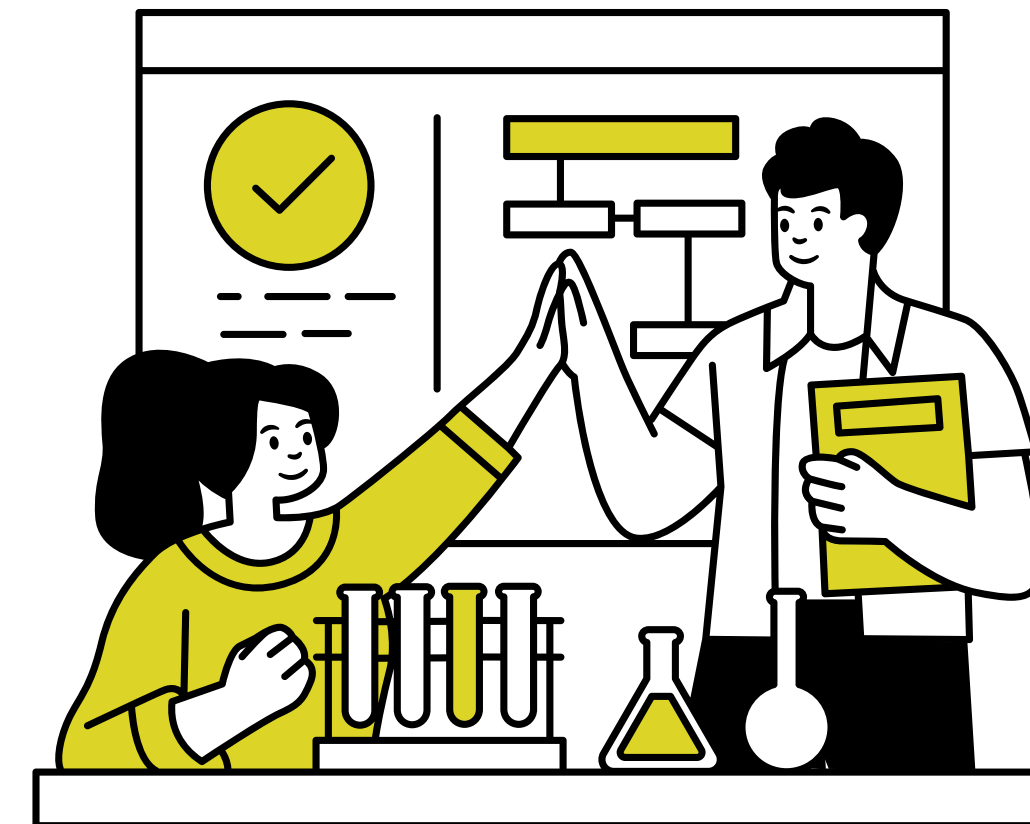
Problem 3

Effective communication

- Industry Readiness

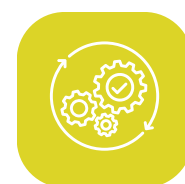
Campus Connect Program

The campus program is designed in collaboration with subject matter experts (SMEs) from the industry to help aspirants acquire the skills that are most relevant to current market needs, ensuring they are equipped with practical knowledge, hands-on experience, and industry-aligned competencies to excel in their chosen fields.



Live Sessions

Case study-based interactive sessions conducted on campus and online by hiring managers.



Job simulations

Projects mimicking real-world scenarios to gain hands-on experience and an impactful portfolio of work.



Career Guidance

Access to 1:1 or group career guidance sessions to transform raw intelligence into a polished, industry-ready skillset.



Community Support

exclusive small-group discussions with industry mentors, providing students with insights into career paths in data science and analytics.

Our Offerings

Through case study-driven SME-led workshops and cohort-based fellowship programs, we equip participants with industry insights, foundational skills, and practical AI & analytics training from exploratory analysis to GenAI.

01

Workshops

These are short, hands-on live sessions focused on practical skill-building in a specific topic. Ideal for students or professionals looking to enhance their expertise quickly.

02

Fellowships

These are 1 - 1.5 month live programs that offer comprehensive coverage of a stream like data science or AI. Participants gain deep knowledge through real-world projects and mentorship.

03

Custom Curriculum

We design tailor-made curriculums to meet the specific needs of institutions or corporate clients. These programs ensure that learning objectives align perfectly with institution/organization goals.

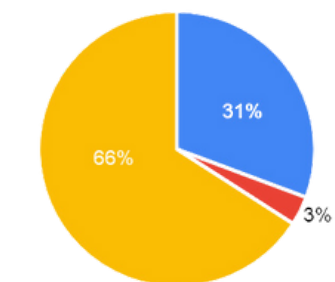
Our journey so far!

- 6 in-person academic workshops were conducted across **IIM Calcutta, TAPMI, Manipal, IEST Shibpur, Amity University**, and others.
- 15 online live workshops were conducted with **100+ participants**.
- 2 fellowship programs were conducted and attended by **25 participants**.
- 1 data science reskilling program is conducted for 50 participants from a **Manufacturing giant based out of UAE**.
- 1 corporate tie-up MOU is signed with a leading **NBFC based out of Europe**

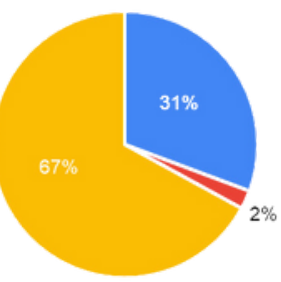
Workshop Feedback



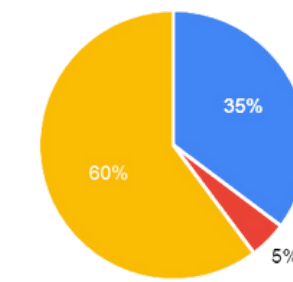
New perspective on problem solving



Instructor Engagement



Recommendations to peer groups



● Strongly Agree
 ● Agree
 ● Somewhat agree
 ● Disagree

Fellowship feedback on LinkedIn

Charu Goyal • 1st
Assistant Manager| Data Science| Product Analytics| Hom... (edited) 1mo ...

I want to thank to the entire **Descipr** team for taking such wonderful initiatives and arranging the sessions. Would like to extend a big thank you to **Srinivasan balaji** for taking a well detailed session on AB testing. It really helped me in gaining valuable insights and having a detailed understanding of the concepts & business problems. Looking forward for such more knowledgeable sessions coming from amazing team.

Adithia V (He/Him) • 1st
Data Analyst @ ARCHITECTURE AND RESEARCH KINETICS | Data ... 1mo ...

Being a part of Descipr's first Data Scientist Fellowship cohort has been an incredible journey. The growth I've experienced, both technically and professionally, has exceeded my expectations. A special thank you to our amazing mentors **Tanoy Dewanjee**, **Sameer Dubey**, **Srinivasan balaji**, **Vasu Bhasin**, and **Atul Anand** for your unparalleled support and guidance.

Suryansh Abhijit • 2nd
Undergrad @ MIT Bengaluru 1mo ...

Attended the very first workshop of the cohort, the sessions were very insightful and interactive. **Descipr** did a fantastic job with introducing the business aspect of different industries and how data analytics actually helps businesses in real life, something that is not much talked upon, and the one on one mentorship is just a cherry on the top.

Debjani Majumder • 1st
Fraud Analyst Decision science at HSBC 1mo ...

I would like to thank to team **Descipr** for arranging some engaging sessions. It helped me to enhance my knowledge and drived my interest more into data science. I am happy be a part of this team and quite hopeful to become a contributor in future.

Like · 1 | Reply · 1 Reply

Descipr Fellowship

Fellowship equips learners with practical, industry-ready skills through live classes and expert mentorship. Participants will gain hands-on experience by solving real-world case studies and building a portfolio.



Live sessions by industry SMEs



Mentorship connect



Job simulations



Career resources

Tools & techniques to be mastered



Foundation

A comprehensive course combining business basics, SQL, PowerBI, Excel, and Python fundamentals, culminating in live hands-on projects for practical data-driven insights.



Intermediate

An advanced course delving into problem-solving, SQL, PowerBI, Python, statistics, and machine learning, with live case studies on supervised and unsupervised learning for real-world application.



Advanced

A cutting-edge module covering A/B testing, advanced machine learning, NLP, transformers, large language models, and building a Retrieval-Augmented Generation (RAG) system.

Foundation Cohort

- ✓ 1-month timeline
- ✓ 24 hours of Live training
- ✓ No pre-requisite
- ✓ Suitable for someone looking to enter into the analytics industry.

Key Case Studies



Sales & delivery
performance analysis



Merchandise website
traffic analysis



Product assortment
analysis



Healthcare fraud
claim dashboard

Week 1

- Session 1 – Business basics for data science
- Session 2 – SQL basics for business analysis

Week 2

- Session 1 – Intro to visualization using PowerBI
- Session 2 – Intro to Excel for business reporting

Week 3

- Session 1 – Python fundamentals for business insights
- Session 2 – Live hands-on projects – SQL & Excel

Week 4

- Session 1 – Live hands-on projects – PowerBI
- Session 2 – Live hands-on projects – Python

Intermediate Cohort

- ✓ 1-month timeline
- ✓ 24 hours of Live training
- ✓ Knowledge of Python, SQL, PowerBI/Tableau
- ✓ Suitable for someone looking to elevate to data scientist role.

Key Case Studies

amazon

Weekly business review tracker for CXO

HOME CREDIT

Loan application quality analysis

NOVA FITNESS

Marketing channel analysis dashboard

ebay

E-commerce fraud detection algorithms

Week 1

- Session 1 – Structured Problem-solving for data science
- Session 2 – Complex SQL queries for business KPI design

Week 2

- Session 1 – Production grade PowerBI dashboard
- Session 2 – Advanced python for insight automation

Week 3

- Session 1 – Applied statistics for data science
- Session 2 – Machine Learning fundamentals

Week 4

- Session 1 – Live hands-on projects – supervised learning
- Session 2 – Live hands-on projects – unsupervised learning

Advanced Cohort

- ✓ 1-month timeline
- ✓ 24 hours of Live training
- ✓ Knowledge of Python, SQL, ML, statistics
- ✓ Suitable for someone who aspires to move to senior/lead data scientist role faster.

Key Case Studies



Lifestyle brand' website launch strategy



Social sentiment analysis using X.com feed



Credit decision system for loan portfolio

THE HINDU

News chatbot to get relevant event summary

Week 1

- Session 1 – Introduction to Product Analytics
- Session 2 – Experiment design & A/B testing

Week 2

- Session 1 – Regression analysis in depth
- Session 2 – Live hands-on projects – credit decisioning system

Week 3

- Session 1 – Tree-based algorithms in details
- Session 2 – Live hands-on projects – Propensity modelling

Week 4

- Session 1 – NLP fundamentals, transformers, and LLM
- Session 2 – Live hands-on project – Fully functional RAG system

Workshop Library

Analytics Mindset

Duration:

2 hours

Outline:

- Introduction to the analytics mindset: What it is and why it matters
- Key skills required for a career in analytics (problem-solving, data literacy, communication)
- Business models, products, and analytics use cases
- Overview of analytics career paths and emerging trends

Case Study:

How to target GenZ clients for banking products & services

Product Analytics 101

Duration:

2 hours

Outline:

- Selection of business metrics to optimize
- Identification of the right customer through cohort analysis
- Inferential statistical methods
- Experiment design, A/B Testing and monitoring
- Self serve capability

Case Study:

Launch strategy planning for a Product Landing page

Generative AI : Building RAG Systems

Duration:

2 hours

Outline:

- RAG architecture understanding
- Design and implement the RAG pipeline
- Finetune and evaluate model performance and accuracy
- Navigating common challenges of the RAG system

Case Study:

Amazon review clustering and summarization

Workshop Library

Business analysis & tracking

Duration:

2 hours

Outline:

- Identify a KPI tree for strategic goals
- Effective KPI design principles - outcome, input, and bridge KPIs
- Analytics use case identification & solution design
- SQL techniques for insight generation

Case Study:

Build a business review tracker for CEO office

Business insights & Data Analysis with GenAI

Duration:

2 hours

Outline:

- Using GenAI to automate and enhance data preprocessing and cleaning
- Techniques to craft prompts that generate actionable insights from data
- Visualizing data patterns, correlations, and distributions using GenAI tools

Case Study:

Marketing funnel effectiveness analysis for an e-commerce

Business Intelligence Systems

Duration:

2 hours

Outline:

- Decision Funnel Understanding
- Self-Serve Dashboard Design Principles
- Efficient Data Models for Speed and Accuracy
- Best practices to put dashboard into production
- Stakeholder communication and iterative improvement.

Case Study:

User website activity insight dashboard

Why Choose us?



Tanoy Dewanjee
Lead AVP, Data Science



Srinivasan B
Senior Data Scientist



Samriddhi Sinha
Founder, Progno AI



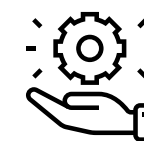
Sameer Dubey
Data Science Manager



Atul Anand
AVP, Business Analytics



Vasu Bhasin
Senior Consultant



Our Approach

We strictly follow a case study-based approach to everything we do. This ensures that aspirants don't solve any toy problem, but rather solve the problem with all business and system constraints in mind.



Our Experience

In the real world, there is no AI or analytics project, only business problems to solve. Our expertise in building data-driven solutions over the years helps simulate all these components to help aspirants become informed data professionals.



Our Network

Our network is our net worth. We are connected to industry SMEs keen to share their knowledge to the wider audience and help people improve.

CONTACT US



+91 91483 98744



hello@descipr.com

