



**IIMSR**

**Imperial Institute of Management Science & Research**

A Unit Of Wales Educational Trust

## **Professional Diploma In Business**

**Analytics Duration: 1 Year**

**47,000/Sem**

### **Introduction:**

Introduction of Enterprise Resource Planning (ERP) system has ensured the availability of data in many organizations. However, traditional ERP systems lacked data analysis capabilities that can assist the management in decision making. Business Analytics is a set of techniques and processes that can be used to analyze data to improve business performance through fact-based decision making. Business Analytics & Intelligence is likely to become one of the main functional areas in most of the companies.

Professional Diploma in Business Analytics (PDBA) helps to define, establish, and distinguish the candidates professionally as they gain the skills and techniques required to design, build, and deploy solutions to deliver more data to more people across an organization

### **Course Detail:**

The PDBA program aims to cover a broad overview of managerial, strategic and technical issues associated with Business Analytics such as:

- Fundamentals of data mining, analysis, design, and development skills that business managers need to harness the power of analytics
- Data capture, validation, reduction, analysis, forecasting and recommendations and Pattern matching
- Analyze unstructured data such as social media data and machine generated data such as Internet of Smart objects
- Application of analytical tools to data spawn from Industries such as manufacturing, service, retail, software, banking and finance, sports, pharmaceutical, aerospace sectors and also from public repositories where big data is prominent

### **Course Content:**

- ❖ Project Management
- ❖ Hadoop operations
- ❖ Business Intelligence & Analytics
- ❖ Data Mining
- ❖ R Programming Practical
- ❖ R Programming Lab
- ❖ Project

## **Specialty:**

In the recent years there is a tremendous growth of digital data generated by businesses, government, and scientific agencies. Business Intelligence & Analytics has become strategically important for every organization to extract meaningful information from the flood of digital data collected. PDBA program prepares the candidates for promoting their career growth with the following specialties::

- ✓ Business Intelligence analysts
- ✓ Data scientists
- ✓ Data architects
- ✓ Data governance specialists
- ✓ Predictive modelers
- ✓ Business reporting analysts
- ✓ Market Survey Analyst