

# Marketing Analytics Certification Program



**1-on-1 Live Doubt Sessions**



**175% Average Salary Hike**



**Hybrid Model for Project  
Sessions**



# Context



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**2cr**  
worth  
scholarships  
awarded



**600+**  
professionals  
secured jobs  
after a career  
break



**35k+**  
Trusted  
Learners

## About The Program

Our Marketing Analytics program offers an immersive learning experience, blending industry knowledge, practical applications, and real-life case studies to equip professionals with the skills and expertise required to advance in this dynamic field. Gain insights, identify opportunities, and optimise campaigns using data analysis to boost your marketing strategies and ROI.

**“We exist to provide accessible, reasonable, and industry-relevant education that empowers India's workforce to grow and develop.**



4.79/5



4.66/5



4.8/5



Thousands of student reviews on Switchup,  
Course Report, Google and more

# Program Highlights



## **Industry-Relevant & Updated Syllabus**

Learn the industry's latest tools, techniques & trends. Gain hands-on experience developing various apps.



## **360 Degree Knowledge Building**

Develop practical skills through real-world projects and assignments



## **1:1 Dedicated Mentorship**

Personalized learning experience from experienced industry professionals.



## **Multiple Career Opportunities**

Boost marketing analytics career and land roles as data analyst, marketing manager, etc

# Program Details

## COURSE PREREQUISITE

Prior knowledge of **programming/coding** is not mandatory. Just the urge to learn programming and basic ideas about advanced math is enough.

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## PROGRAM ELIGIBILITY

- ✓ **Working professionals** having more than 6 months of experience in any domain (Technical/Non-Technical)
- 

## KEY FEATURES

- ✓ Dedicated Placement Cell | 100% Guaranteed Interview calls
  - ✓ Globally Recognised **Certification from IBM & Microsoft**
- 

## JOB ROLES TO TARGET

Get equipped with the industry relevant skills and aim for job roles like Marketing Data Analyst, Digital Marketing Analyst, Consumer Insights Analyst, Market Research Analyst etc.

Click below

[Check Eligibility](#)

# Alumni Spotlight



Shravanthi A  
Data Scientist

Learnbay has helped me a lot to learn data science applications in the e-commerce industry. The live class concept was really helpful in receiving proper DS training. Thanks to all my mentors and the placement team.

Mechanical  
Domain



Data Scientist @



**230%**  
Salary Hike



Preksha Mishra  
Lead Data Scientist

The course structure is excellent with emphasis on concept building and tools & software at the same time. The support team is excellent and supportive and quite agile to respond to doubts.

Telecom  
Domain



Data Scientist @



**140%**  
Salary Hike



Karan Chawala



**EXL**

Data Scientist



Jaya Sinha



**Infosys**

Senior Analyst



Shubham Dev

publicis  
sapient



**brillio**

Lead Data Analyst

# Alumni Spotlight



**Mohd. Israr**  
Data Scientist

Thanks to the Learnbay data science course & excellent guidance, I was able to ace the TCS interview and secure a job with a 210% pay raise. The real-world time projects helped me develop my concepts as a data scientist.

**Mechanical  
Domain**



**Data Scientist @**



**210%**  
Salary Hike



**Saurabh Kumar**  
Data Scientist

When I joined Learnbay I did not have any knowledge apart from the very basics. I gradually build my concept via various trainers and get trained in data science with strong knowledge/concepts.

**Mathematics  
Professor**



**Data Scientist @** Teleperformance

**135%**  
Salary Hike



**Aravind**



**Senior Data Scientist**



**Ritesh Kumar**



**Data Scientist**



**Ramki**



**Data Analyst**

# Learnbay's ProjectLab

Choose Learnbay for your career journey because we're more than just a training provider. Our Project Innovation Lab lets you apply your skills in real-world scenarios. Get [dual certifications](#) for a competitive edge. Specialize in your desired domain. Discover how Learnbay can boost your career growth. Don't settle for less – choose Learnbay, your path to success!

## 1 Project Innovation Lab



Work in an industry like environment and gain practical hands-on experience of data scientist with dedicated mentors from industry.

## 2 Dedicated Placement Cell



Experience 100% job assistance with guaranteed interview call from leading MNCs and startups globally.

## 3 Degree & Certification



Gain top-notch skills for a successful career through our degree and certification program



# Project Innovation Lab

Learnbay's Project Innovation Lab replicates industry like environment for real time projects. With our **ProjectLab**, you gain real proof of hands-on experience by having your project certified by the industry.

In our ProjectLab, you work like a data scientist with dedicated project mentors from industry and get certified on capstone project.

**450+**

Hiring  
Partners

 **PUNE**



**35k**  
Trusted  
Learners



1-1 Doubt Session

 **HYDERABAD**




**Capstone  
Project  
Certificate  
from IBM**



 **DELHI**



 **BENGALURU**

**Project  
Innovation Labs  
Across India**

# 2 Career Service



## Get 1 Year of Job and Placement support

Unleash your career potential with 1 year of unlimited job access, interview support, and profile review.

## 1 Mock Interview with Industry Experts

Master the art of data science and stay ahead of the curve with mockups and industry insights



## Resume Building Session

Craft a powerful resume showcasing your expertise in software development to stand out from the competition

## 4 Guaranteed Interview Calls

Receive 4 interview calls from a diverse pool of interested employers/recruiters.



# Certificate



Worlds leading certification



## IBM Course Certificate

Complete your training with the globally recognized certificate.



## Microsoft Course Certificate

Achieve professional growth & increase earning potential with Microsoft certification

- Obtain an internationally recognized certificate through training
- Enhance your IT profile with IBM's certification
- Boost job opportunities and earnings with Microsoft's certification

# Others Vs Learnbay



Benefits		Learnbay	Others
	Guaranteed Interview Calls	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Industry capstone project certificate from IBM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Domain specialized programs for professionals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	100% live interactive sessions with industry experts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	On-demand video call with industry experts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Personalised Resume Review Session	<input checked="" type="checkbox"/>	<input type="checkbox"/>

# Program Fee & Financing



## Scholarship



Scholarships are awarded based on profile review. Eligible candidates can avail upto 25% scholarship on desired courses. Click the button below to apply.

[Click below](#)

[Check Scholarship Eligibility](#)

Financing as low as  
**Rs. 5,244/month**

No Cost EMI

 **Razorpay**

  
**LIQUILOANS**

 **Propelld**

 **ShopSe**

**Program Fee**

**Rs. 80,000/-**

exclusive of GST

# Learning Path



**01**

**Cohort Orientation +  
Preparatory Classes**

**02**

**Marketing Analytics  
Tools**

Excel, Statistics, SQL, MongoDB

**03**

**Data Visualization**

Tableau, PowerBI

**04**

**Projects &  
Deployment**

AWS + Azure

# Program Syllabus

## Marketing Analytics

### Introduction to Marketing Analytics

- Fundamentals of Marketing Analytics
- Understanding Customer Behavior Through Data Analysis
- Measuring and Optimizing Marketing Performance
- Predictive Analytics for Sales Forecasting
- Marketing Leadership Strategies in a Data-Driven Way
- Hands-on Experience with Analytics Tools and Techniques.
- Conducting experiments to test different marketing strategies and determine which ones are most effective.
- Customer Segmentation and Targeting
- Measure the impact of different marketing channels and tactics on overall business performance
- Create compelling data visualizations and reports to communicate marketing performance and insights to stakeholders.

### Overview of Domains

- Introduction to BFSI, Marketing, and Sales domains
- Importance of analytics in these domains
- Tools and techniques for process automation
- Current trends and challenges in these domains

**Case studies:** This section includes case studies from various industries and domains to illustrate the application of business analytics in real-world scenarios.

**EXCEL****Module 1 (30 hours)****Basic Excel Functions**

- Creating a New Workbook
- Navigating in Excel
- Moving the Cell Pointer
- Using Excel Menus
- Using Excel Toolbars: Hiding, Displaying, and Moving Toolbars
- Entering Values in a Worksheet and Selecting a Cell Range
- Previewing and Printing a Worksheet
- Saving a Workbook & Re-opening a saved workbook

**Managing Worksheets**

- Switching Between Sheets in a Workbook
- Inserting and Deleting Worksheets
- Renaming and Moving Worksheets
- Protecting a Workbook
- Hiding Columns, Rows, and Sheets
- Splitting and Freezing a Window
- Inserting Page Breaks
- Advanced Printing Options

**Editing and Managing Cell Data**

- Entering Date Values and using Auto Complete
- Editing, Clearing, and Replacing Cell Contents

**Formatting Worksheets**

- Creating Headers, Footers, and Page Numbers
- Adjusting Page Margins and Orientation
- Adding Print Titles and Gridlines, rows to repeat at top of each page
- Formatting Fonts & Values
- Adjusting Row Height and Column Width
- Changing Cell Alignment
- Adding Borders
- Applying Colors and Patterns
- Using the Format Painter
- Merging Cells, Rotating Text
- Using AutoFill

**Editing and Managing Cell Data**

- Cutting, Copying, and Pasting Cells
- Moving and Copying Cells with Drag and Drop
- Collecting and Pasting Multiple Items
- Using the Paste Special Command
- Inserting and Deleting Cells, Rows, and Columns
- Using Undo, Redo, and Repeat
- Checking Your Spelling
- Finding and Replacing Information
- Inserting Cell Comments



**EXCEL****Module 1 (30 hours)****Basic Formulas and Functions**

- Creating a Basic Formula
- Cell Referencing
- Calculating Value Totals with AutoSum
- Editing & Copying Formulas
- Fixing Errors in Your Formulas
- Formulas with Several Operators and Cell Ranges
- Conditional Formatting

**Advanced Functions**

- Working with the Forms Menu
- Sorting, Subtotaling & Filtering Data
- Copy & Paste Filtered Records
- Using Data Validation

**Creating Charts**

- Creating & Working with Charts
- Creating a Chart
- Moving and Resizing a Chart
- Formatting and Editing Objects in a Chart
- Changing a Chart's Source Data
- Changing a Chart Type and Working with Pie Charts
- Adding Titles, Gridlines, and a Data Table
- Formatting a Data Series and Chart Axis
- Using Fill Effects

# Program Syllabus

## CASE STUDY

### **ROI Analysis:**

- This case study involves the use of Excel to analyze the return on investment (ROI) of a marketing campaign. The goal is to determine the effectiveness of the campaign and identify areas for improvement. The analysis involves calculating the cost of the campaign, the revenue generated from the campaign, and the overall ROI

### **A/B Testing Analysis:**

- This case study involved the use of Excel to analyze the results of A/B testing in a marketing campaign. The goal of the analysis was to determine which version of the marketing material (e.g. email subject line, website design, etc.) performed better in terms of driving conversions. The analysis involved comparing the results of the two versions using statistical techniques such as t-tests and confidence intervals

**STATISTICS****Module 2 (30 hours)****R programming fundamentals**

- Data types in R
- Functions and arguments
- Manipulating Data
- Data transformation with R - the Dplyr package
- Building a histogram, bar chart, box and whiskers plot with ggplot2

**Descriptive Statistics**

- Measures of central tendency (mean, median, mode)
- Measures of dispersion (SD, variance, range, IQR)
- Symmetry/shape measures (skewness, kurtosis)
- Box plot and outliers
- Covariance and correlation

**Probability**

- Random experiments and events (mutually exclusive, joint, dependent, independent)
- Probability rules
- Bayes' theorem
- Probability distributions (types: discrete, continuous)

**Statistics**

- Variables (quantitative, categorical, discrete, continuous)
- Population, sample, sample size
- Data visualization basics and R code (histogram, bar chart, frequency distribution)

**Sampling Techniques**

- Probabilistic & non-probabilistic sampling
- Simple random, systematic, cluster, stratified, convenience, quota, snowball, judgement

**Probability**

- Binomial distribution
- Normal distribution (properties, Z table, empirical rule, central limit theorem)

**Inferential Statistics:**

- Introduction to inferential statistics
- Sampling techniques (probabilistic and non-probabilistic)
- Point and interval estimation

**STATISTICS****Module 2 (30 hours)****Hypothesis testing**

- Definition, need, significance level, null and alternative hypothesis.
- One/two-tailed tests, critical value, rejection region, Type I/II errors
- One sample tests (Z, t, proportion)

**Multivariate Analysis**

- Principal Component Analysis (PCA)
- Factor Analysis
- Cluster Analysis

**Bayesian Statistics**

- Bayesian inference
- Posterior distribution
- Bayesian hierarchical models
- Markov Chain Monte Carlo (MCMC)

**Experimental Design**

- Types of experiments
- Randomized designs
- Matched-pair and Block designs
- Factorial designs
- Experimental units
- Control and treatment groups

**Time Series Analysis**

- Stationarity and Autocorrelation
- Forecasting methods

**Linear Algebra**

- Vectors (plotting, norm, addition, scalar multiplication, dot product, projection)
- Matrices (indexing, types, addition, multiplication, transpose, determinant, trace)

# Program Syllabus

## CASE STUDY

### **Cohort Analysis**

- A statistical technique that involves analyzing the behavior of a specific group of customers over time. Cohort analysis can be used to identify patterns and trends in customer behavior, such as changes in purchasing habits, and to identify opportunities for retention and upselling.

### **Market Segmentation**

- A statistical technique that involves dividing a market into distinct groups based on demographic, geographic, or psychographic characteristics. Market segmentation can be used to identify the most profitable customer segments, to develop targeted marketing campaigns, and to optimize pricing strategies

**SQL****Module 3 (14 hours)****SQL and RDBMS**

- RDBMS And SQL Operations.
- Single Table Queries - SELECT, WHERE,
- ORDER BY, Distinct, And, OR
- Multiple Table Queries: INNER, SELF,
- CROSS, and OUTER, Join, Left Join, Right
- Join, Full Join, Union

**NoSQL, HBase & MongoDB**

- NoSQL Databases
- Introduction to HBase
- HBase Architecture, HBase
- Components, Storage Model of HBase
- HBase vs RDBMS
- Introduction to Mongo DB, CRUD
- Advantages of MongoDB over RDBMS

**Programming with SQL**

- Mathematical Functions
- Variables
- Conditional Logic
- Loops
- Custom Functions
- Grouping and Ordering

**Advance SQL**

- Advance SQL Operations
- Data Aggregations and summarizing the data
- Ranking Functions: Top-N Analysis
- Advanced SQL Queries for Analytics

**JSON Data & CRUD**

- Basics and CRUD Operation
- Databases, Collection & Documents
- Shell & MongoDB drivers
- What is JSON Data
- Create, Read, Update, Delete
- Finding, Deleting, Updating, Inserting Elements
- Working with Arrays
- Understanding Schemas and Relations

**Programming with SQL**

- Partitioning
- Filtering Data
- Subqueries

## SQL

### Module 3 (14 hours)

#### Assignments

- Working with multiple tables
- Practice Joins, Grouping and Subqueries
- Using GROUP BY and HAVING Clauses
- Practice Aggregation Queries

## MongoDB

### Module 4 (14 hours)

#### Introduction to MongoDB

- What is MongoDB
- Characteristics and Features
- MongoDB Ecosystem
- Installation process
- Connecting to MongoDB database
- Introduction to NoSQL
- Introduction of MongoDB module
- What are Object Ids in MongoDB

#### Assignment

- Obtain the data in the format you want by formulating queries that are both effective and high-performing.

#### MongoDB (Advance)

- MongoDB Use cases
- MongoDB Structures
- MongoDB Shell vs MongoDB Server
- Data Formats in MongoDB
- MongoDB Aggregation Framework
- Aggregating Documents
- Working with MongoDB Compass & exploring data visually
- Understanding Create, Read, Update, Delete
- Schemas & Relations
- Document Structure
- Working with Numeric Data
- Working on Scheme Designing

#### Tools covered





**TABLEAU****Module 1 (24 hours)****Introduction to Tableau**

- Overview of Tableau and its key features
- Introduction to data visualization concepts and techniques
- Understanding the Tableau interface and its main components

**Creating basic visualizations using Tableau, including**

- Bar chart
- Line chart
- Scatter plot
- Heat map
- Different chart types and features in Tableau, such as:
- Tree maps
- Bubble charts
- Waterfall charts
- Applying best practices for formatting, labeling, and annotations in Tableau

**Forecasting & Clustering in Tableau**

- Using forecasting and clustering techniques in Tableau

**Connecting to Data Sources**

- Connecting to different data sources and importing data into Tableau
- Working with different data types and formats
- Cleaning and transforming data in Tableau
- Creating Visualizations in Tableau

**Visual Analytics in Tableau**

- Understanding visual analytics concepts and techniques
- Sorting and grouping data in Tableau
- Using sets and set actions in Tableau
- Filtering data in Tableau, including interactive filters

**Forecasting & Clustering in Tableau**

- Creating calculated columns and using them in visualizations, such as: Histograms, Box plots
- Using Tableau's trend lines to analyze data

**TABLEAU****Module 1 (24 hours)****Dashboard and Stories in Tableau**

- Creating interactive dashboards in Tableau
- Using sheets and objects to design effective dashboards
- Adding filters, legends, and quick filters to dashboards
- Creating stories in Tableau to present data in a narrative format

**Mapping in Tableau**

- Using Tableau's mapping capabilities to visualize data on maps
- Plotting latitude and longitude data using Tableau maps
- Creating custom geocoding in Tableau
- Creating polygon maps and using WMS and background images for maps

**CASE STUDY****Campaign performance tracking**

- Track the performance of marketing campaigns in real-time using Tableau to make adjustments and improve campaign effectiveness.

## Power BI

## Module 2 (30 hours)

### Introduction to Power BI

- What is Power BI and why use it?
- Getting familiar with the Power BI interface
- Understanding data sources and connections

### Data Visualization and Exploration

- Creating basic charts (bar, line, pie, etc.)
- Enhancing visualizations with formatting and design
- Using interactive features (filters, slicers, drill down/up)
- Creating custom visuals with Power BI visuals marketplace

### Power BI Service and Collaboration

- Publishing reports to the Power BI service
- Sharing and collaborating with others
- Creating and managing workspaces
- Using Power BI mobile app

### Data Transformation and Modeling

- Importing and cleaning data
- Transforming data with Power Query Editor
- Creating calculated columns and measures
- Creating relationships between tables

### Advanced Analytics with DAX

- Understanding DAX formulas and functions
- Creating complex calculations and expressions
- Using time intelligence functions

### Power BI Integration with other tools

- Integrating Power BI with Excel
- Using Power BI with SharePoint and Teams
- Connecting to other data sources (Azure, SQL Server, etc.)

## PowerBI

### Customer lifetime value analysis

- Use PowerBI to calculate and analyze customer lifetime value, and develop strategies to increase customer retention and loyalty

**DATA SCIENCE & AI****Module 1 (30 hours)****Introduction to Data Science & AI**

- Definition, history, and applications.
- Key components of Data Science and AI (data, algorithms, computing power).
- Popular programming language (R) and development tools (Jupyter Notebook, Spyder)

**Natural Language Processing (NLP)**

- Text processing techniques (tokenization, stemming, lemmatization).
- Sentiment analysis, document classification, and information retrieval

**Popular ML Libraries**

- scikit-learn, XGBoost, LightGBM, TensorFlow, Keras, PyTorch.
- Model optimization techniques (Grid search, Random search, Bayesian optimization)

**Machine Learning Fundamentals**

- Supervised, unsupervised, and reinforcement learning.
- Bias-variance tradeoff, overfitting, and underfitting.
- Model selection and evaluation metrics (accuracy, precision, recall, F1 score, ROC curve, AUC).
- Hyperparameter tuning and model optimization techniques

**Advanced NLP Techniques**

- Named Entity Recognition (NER), Topic Modeling, Text Generation.
- Pre-trained language models (BERT, GPT, XLNet) and Transfer Learning in NLP

**Tools covered**

## CASE STUDY

### Image Classification

- Develop an AI model that can accurately classify images into different categories. Use popular datasets like MNIST or CIFAR-10 and a machine learning library like TensorFlow or PyTorch.

### Sentiment Analysis

- Develop an AI model that can classify text into positive, negative, or neutral sentiment. Use popular datasets like IMDb or Twitter sentiment analysis dataset and a machine learning library like scikit-learn or Keras

### Predictive Modeling for Churn

- Predictive models can be used to identify customers who are at risk of churning. By analyzing past behavior and customer characteristics, data scientists can develop models that predict which customers are likely to leave and when. This can help marketers to take proactive measures to retain customers and reduce churn

### Chatbot

- Build an AI-powered chatbot that can communicate with users and respond to their queries in a natural language. You can use a natural language processing library like NLTK or SpaCy and a conversational AI platform like Dialogflow or Rasa

### Recommender Systems

- Recommender systems can be used to suggest products or services to customers based on their past behavior, preferences, and purchase history. These systems can improve customer engagement and drive sales

**Deployment AWS+Azure****Module 2 (10 hours)****Introduction to AWS and Azure Machine Learning Services**

- Overview of AWS SageMaker and Azure Machine Learning
- Key features and benefits of using these platforms
- Understanding different types of machine learning algorithms and use cases

**Data Preparation and Feature Engineering**

- Understanding the data requirements for machine learning models (e.g. structured vs unstructured data, data size, data quality)
- Data cleaning and preprocessing techniques (e.g. missing value imputation, feature scaling, encoding categorical variables)
- Feature selection and engineering techniques (e.g. PCA, feature importance)

**Setting up the Environment**

- Creating AWS and Azure accounts
- Configuring the required tools and SDKs (e.g. AWS CLI, Azure CLI, Azure PowerShell)
- Understanding the infrastructure requirements for training and deploying models (e.g. EC2 instances, GPU instances, Azure ML Compute)

**Model Training and Evaluation**

- Choosing the right machine learning algorithm and model (e.g. regression, classification, clustering)
- Training models using AWS SageMaker and Azure Machine Learning (e.g. using built-in algorithms, custom code)
- Evaluating model performance and tuning hyperparameters (e.g. cross-validation, hyperparameter optimization)

## Deployment AWS+Azure

### Module 2 (10 hours)

#### Model Deployment and Management

- Deploying trained models on AWS SageMaker and Azure Machine Learning (e.g. creating endpoints, batch inference)
- Monitoring model performance and managing versions (e.g. model drift, A/B testing)
- Integration with other services and applications (e.g. AWS Lambda, Azure Functions) techniques (e.g. PCA, feature importance)

#### Advanced Topics in Machine Learning on AWS and Azure

- Deep learning techniques and architectures (e.g. neural networks, convolutional neural networks, recurrent neural networks)
- Natural Language Processing (NLP) use cases (e.g. text classification, sentiment analysis, language translation)
- Understanding the costs and pricing models for machine learning on AWS and Azure (e.g. instance pricing, storage pricing, model deployment pricing)



## AI Generative Tools and Future Trends

### Emerging Trends in AI and Generative Modeling

- Exploring other AI generative tools beyond [ChatGPT](#) and [DALL·E](#)
- Overview of Midjourney
- Discussion on future trends and advancements in AI generative tools
- Open-ended project and/or presentation on a selected topic, incorporating learned concepts

### Natural Language Processing and ChatGPT

- Introduction to natural language processing techniques
- Understanding ChatGPT and its architecture  
Hands-on exercises using ChatGPT for text generation
- [Fine-tuning ChatGPT for specific applications](#)



Midjourney



Bing



ChatGPT



DALL·E



Bard

### DALL·E: Image Generation with AI

Exploring image generation using DALL·E

- [Hands-on exercises for creating unique images with DALL·E](#)
- Ethical considerations and limitations of AI-generated images

### Graph Neural Networks (GNN) for Data Analysis

- Overview of [Graph Neural Networks \(GNN\)](#) and their applications
- Hands-on exercises using GNN for tasks such as node classification and link prediction
- Case studies on real-world applications of GNN in data science



## Python Bootcamp for AI

- Python Essentials: Syntax, Data Types, and Variables
- Flow Control: Conditionals and Loops

## BuildYourInterviewAssistant

- Project Overview: Interview Automation Bot
- Components & Architecture
- Natural Language Models (LLMs): Introduction and Uses

## Large Language Models (LLM)

- Historical Overview of NLP: From Rule-Based Systems to Machine Learning.
- Evolution of Neural Network Architectures in NLP.

## VisualAIfor eCommerce

- Introduction: Digital Transformation for Offline Businesses
- Multimodal Models: DALL-E and Beyond
- Style & Photography Principles for Visual AI

## Intelligent News Aggregator

- Project Outline: Personalized News Recommendation
- GPT-3 & Copilot for Code Automation



## CustomerSupportBot-HelpMatePro

- Project Introduction and Components
- Embeddings vs Fine-Tuning: When and How
- Semantic Search in Customer Service



## KnowledgeDiscoveryBot

- Project Overview and Architecture
- LangChain Tools and Concepts



## Azure OpenAI Integration

- OpenAI on Azure: Services and Scalability
- Revisiting HelpMate Pro: Scaling Strategy



## The Future & Ethics of Generative AI

- Responsible AI: Bias and Fairness
- Future Trends: Multimodal Models and RLHF
- Closing Remarks
- Assessment: MCQ

## CapstoneProject(3Weeks)

- Building an Integrated Prompt Engineering Solution
- Project Submission and Peer Review



The **IBM** exam will be conducted for all the modules after completion of the course

# Real-timeProjects



13hours

Domain: Coca-Cola used Tableau to optimize their social media campaign performance by analyzing the data from their social media channels and identifying key performance indicators (KPIs).



17hours

Amazon used machine learning algorithms to analyze customer behavior, preferences, and purchase history, enabling targeted product recommendations and customized marketing campaigns.



21hours

Procter & Gamble used SAS to analyze customer data and identify patterns in customer behavior, enabling them to make data-driven decisions about their marketing strategy



15hours

Netflix used A/B testing and machine learning algorithms to optimize their recommendations engine and improve the personalized content recommendations for their users



# Real-time Projects

## Uber

13hours

Uber used predictive analytics and machine learning algorithms to optimize their pricing strategies and surge pricing algorithm, enabling them to provide a better user experience.



17hours

Airbnb used R to analyze customer data and improve their marketing campaigns, resulting in increased customer engagement and revenue.



21hours

Walmart used Hadoop and Hive to analyze customer data and identify patterns in customer behavior, enabling them to optimize their marketing campaigns and increase sales.



15hours

LinkedIn used data analytics tools such as Tableau and R to analyze customer data and improve their advertising platform, resulting in increased revenue and customer engagement



# Contact Us



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