

Powered by
Tech Mahindra



MAKE IT
BIG
WITH
BIG DATA
ANALYTICS



www.upxacademy.com
1800-123-1260

About us

UpX Academy is an ed-tech platform providing advanced professional training in Big Data Analytics that helps individuals and businesses rise to the advanced skill requirements of the current industry. Powered by IT major Tech Mahindra, UpX Academy provides industry oriented courses on Big Data Analytics, Data Science & Machine Learning delivered by world-class faculty who also have more than 7+ years of prior working experience in above areas.

Designed by industry experts, our courses integrate real-world hands-on training with case studies and projects using datasets from companies like Amazon, Nike, Yelp, Walmart, etc. This training is supported with teaching assistance which allows individuals to develop hands on skills by applying the concepts and becoming technically proficient.



UpX Academy is committed to address the growing requirements of the industry by providing the best-in-class training that empowers professionals to approach real-world scenarios.

Founder Speak

The global tech landscape is undergoing a rapid transformation. Growing advances in Machine Learning, Neural Networks, and Natural Language Processing have revealed a new world of opportunities, made possible due to availability of BIG DATA! It has allowed organizations to adopt new practices to stay competitive in the rapidly changing business ecosystems especially through automation. UpX Academy is committed to address this change by providing the best-in-class training that empowers professionals to approach real-world scenarios.

MANVENDER SINGH

Founder & CEO

At UpX, we believe that a smart workforce forms the backbone of a high performing business. We associate with world-class instructors having expertise in IT, HR, Retail, Pharmaceuticals, Telecom & Finance domains. Our courses are customized and curated to accomplish unique business requirements. I'm confident that our expertise and solution-based approach will help you unlock your inner potential and take the first step towards making your career future-ready.

HAPPY LEARNING!

Our courses are customized and curated to accomplish unique business requirements.



An ISB alum with extensive experience in the education sector, he is the driving force behind the innovative learning model of UpX Academy.

Applications	5
Leaders Speak & Opportunities	6
Subjects & Tracks	7
Course Fees	12
Course features	19
Curriculum	25
FAQ's	44
Coordinates	46



- N D E X

COMMON APPLICATIONS OF BIG DATA & DATA SCIENCE



Shopping recommendations
to enhance customer
experience



Analyse purchase patterns
and behaviour to optimize
customer experience



Friend suggestions and
Targeted Advertising



Identify credit risk and fraud
detection



Customized entertainment
and music listings



Determine dynamic pricing
based on traffic congestion



Customized entertainment
and music listings

LEADERS SPEAK

The Job of the Future

Data Scientist - The sexiest job of 21st century

- Harvard Business Review

High Demand, Low Supply

By 2018, US alone will have a shortage of ~1.5 million Big Data skilled professionals

Attractive Salaries

A Data Scientist draws an average salary of \$118,000 – 2X higher than that of a software engineer

A GATEWAY TO A WORLD OF NEW OPPORTUNITIES



Telecom



Banking &
Finance



HR



Social Media



IoT

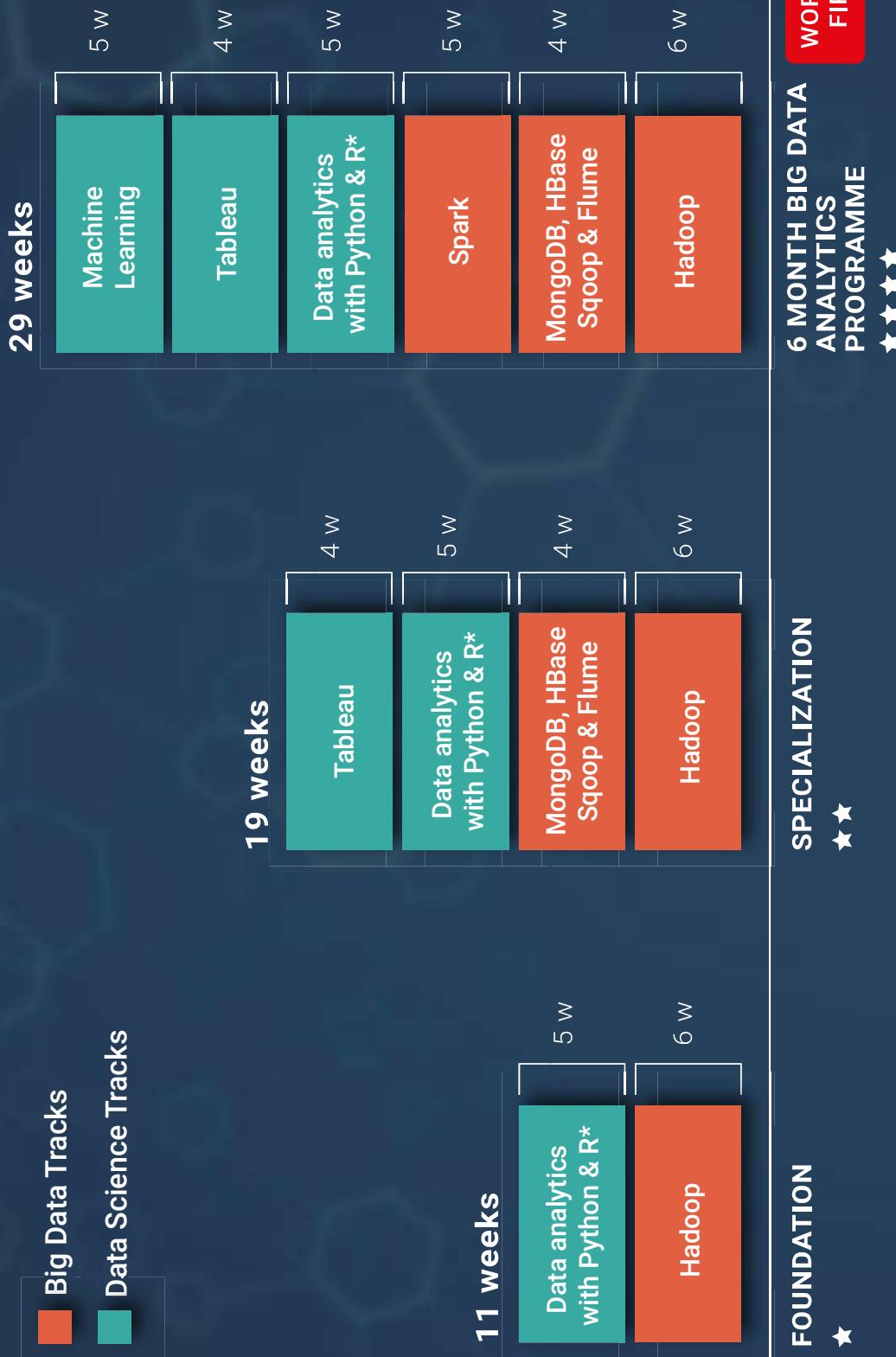


E-Commerce

SUBJECTS & TRACKS

BIG DATA ANALYTICS PROGRAMME

(Combination of Big Data & Data Science tracks)



W - weeks

*Pre-recorded videos for R

★★★★★

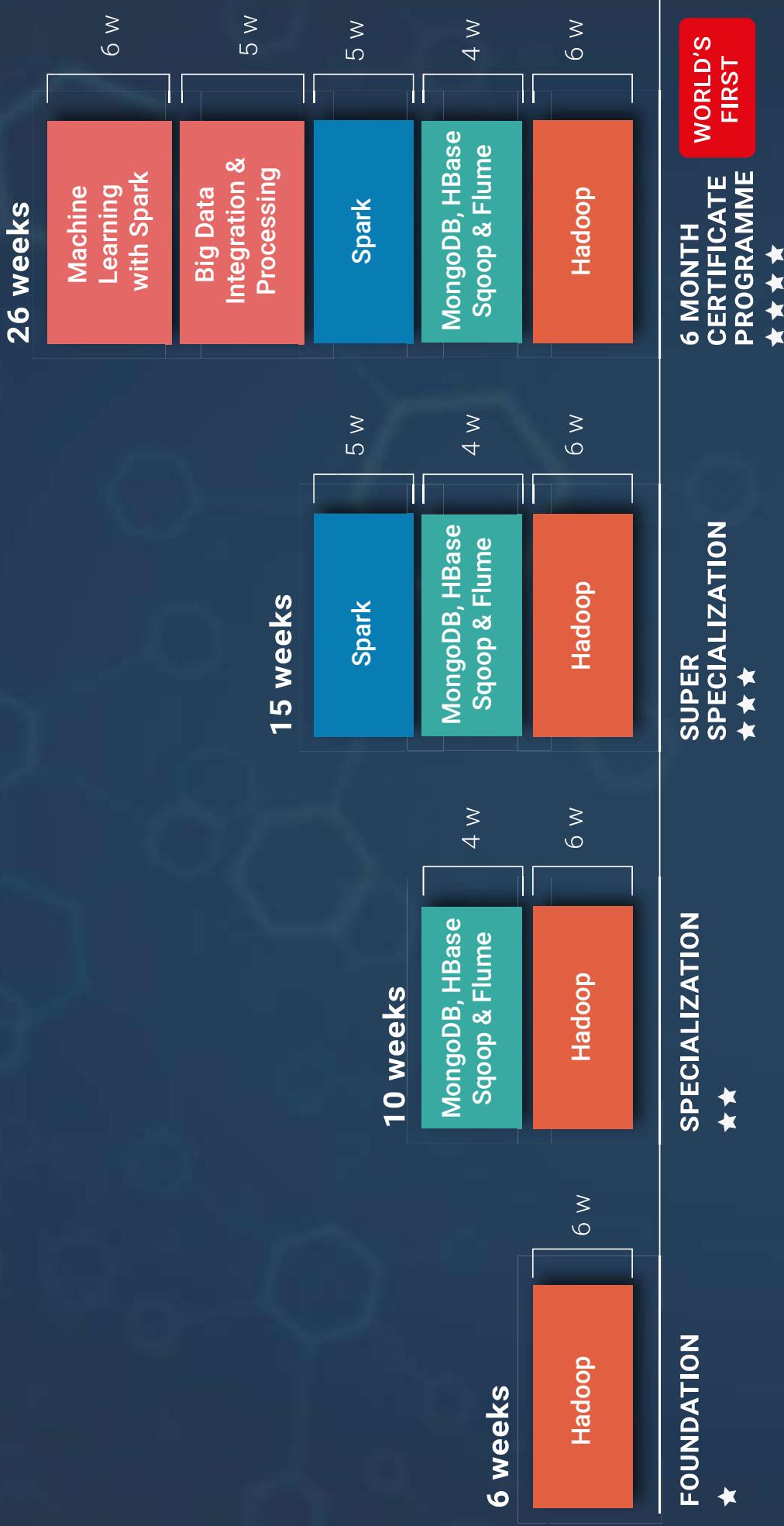
FOUNDATION
★

SPECIALIZATION
★★

6 MONTH BIG DATA ANALYTICS PROGRAMME
★★★★★

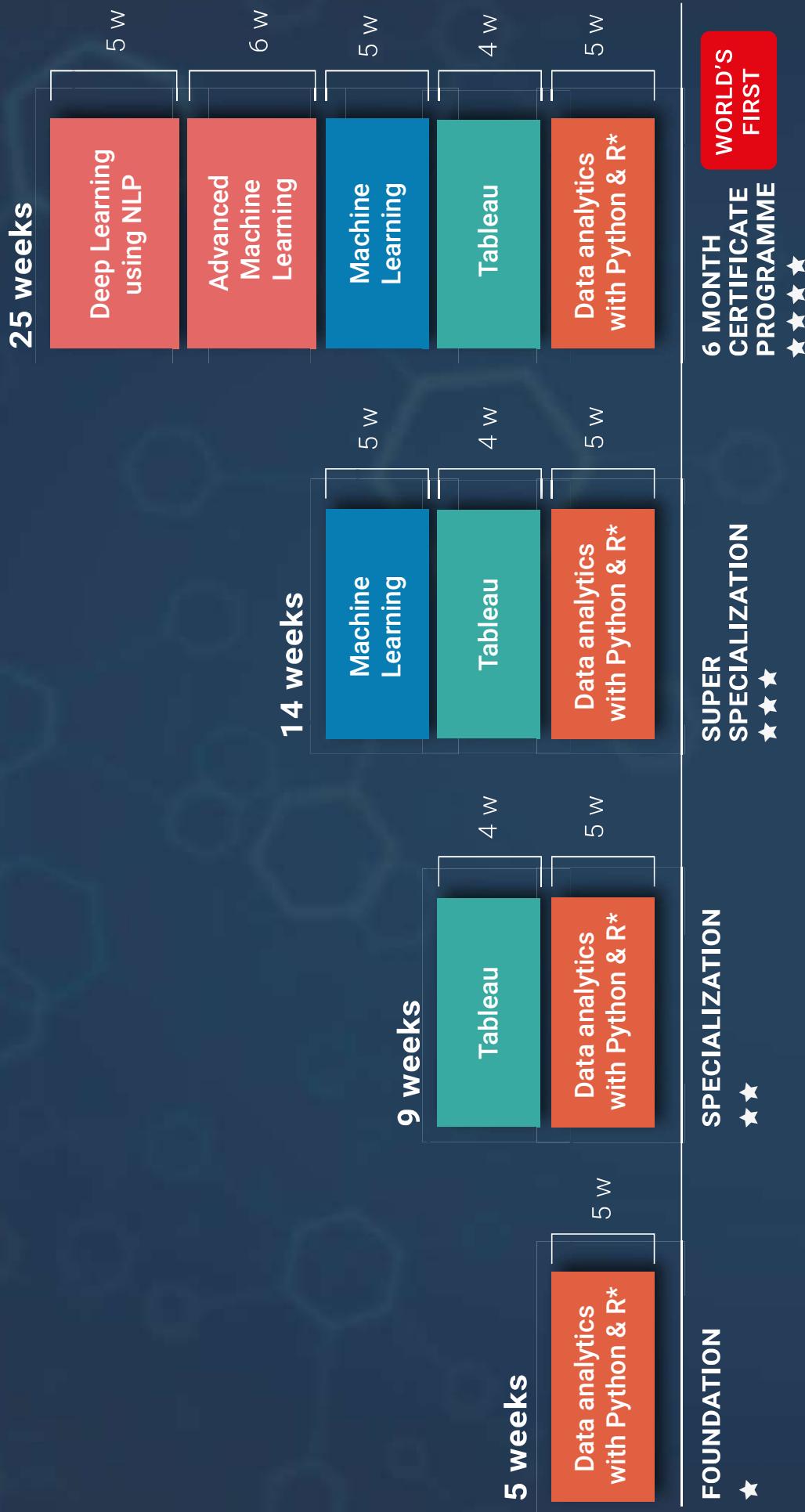
WORLD'S FIRST

BIG DATA TRACKS



W - weeks

DATA SCIENCE TRACKS

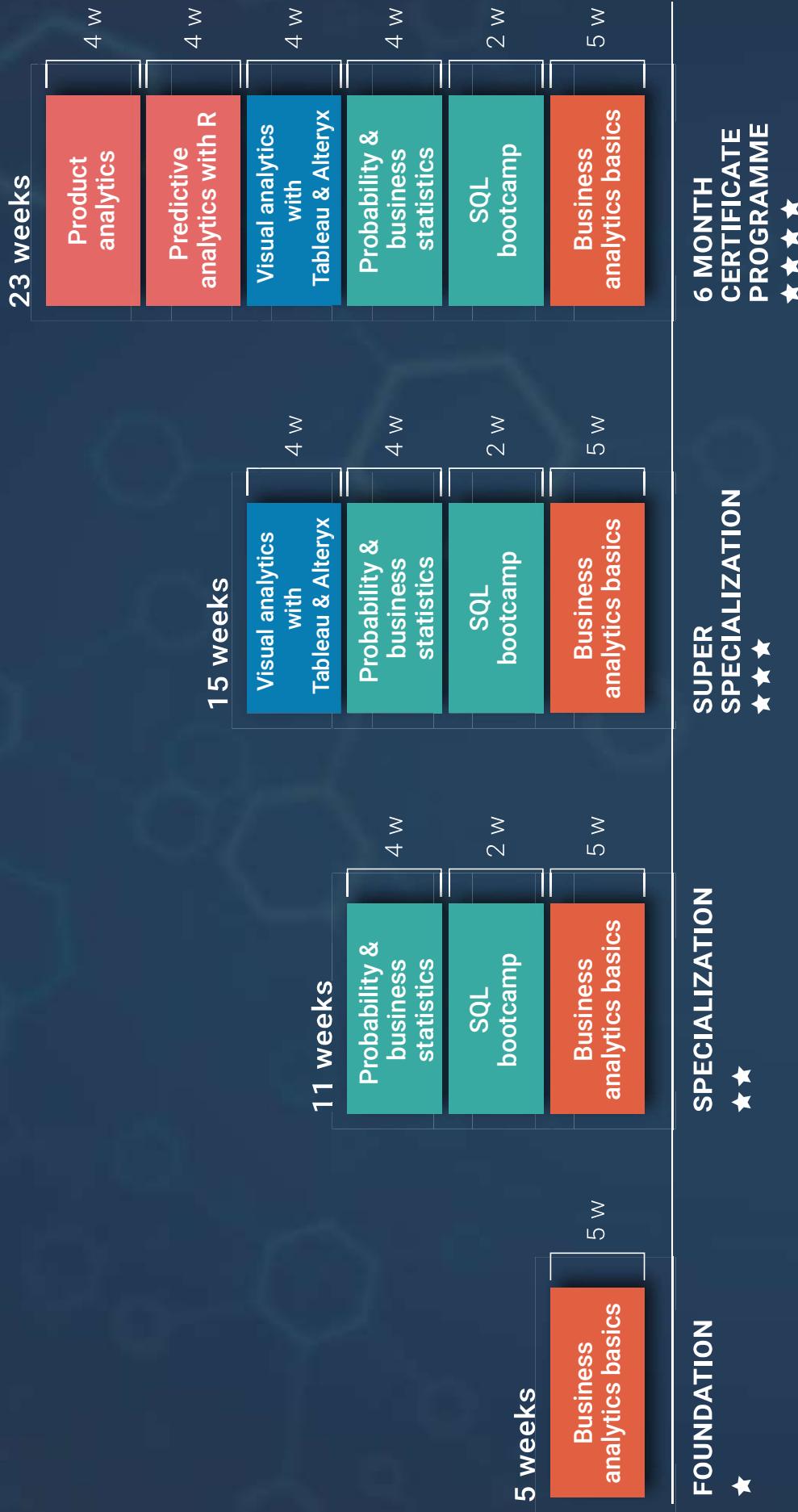


W - weeks

*Pre-recorded videos for R

BUSINESS ANALYTICS

NEW
LAUNCH



COURSE FEES

16 MONTH CERTIFICATE PROGRAMMES

6 Month Certificate Programme	Duration	Course Fee	Discounted Fee
6 Month Certificate Programme in Big Data Analytics	6 Months	₹ 80000 + taxes	₹ 56000 + taxes
6 Month Certificate Programme in Big Data	6 Months	₹ 70000 + taxes	₹ 49000 + taxes
6 Month Certificate Programme in Data Science	6 Months	₹ 70000 + taxes	₹ 49000 + taxes
6 Month Certificate Programme in Business Analytics	6 Months	₹ 70000 + taxes	₹ 49000 + taxes



Instructor-led
weekend courses



Next Batch Starts on
19th August



Enrolment deadline is
6th August



3 month EMI option with
ICICI, HDFC, Axis, AMEX,
IndusInd & Kotak Mahindra



Use coupon code
UPX30 on our website
to avail 30% discount
on group enrolments

BIG DATA ANALYTICS TRACKS

Courses	Duration	Course Fee	Discounted Fee
Big Data Analytics Foundation	11 weeks	₹ 40000 + taxes	₹ 28000 + taxes
Big Data Analytics Specialization	19 weeks	₹ 60000 + taxes	₹ 42000 + taxes
6 Month Certificate Programme in Big Data Analytics	29 weeks	₹ 80000 + taxes	₹ 56000 + taxes



Instructor-led
weekend courses



Next Batch Starts on
19th August



Enrolment deadline is
6th August



3 month EMI option with
ICICI, HDFC, Axis, AMEX,
IndusInd & Kotak Mahindra



Use coupon code
UPX30 on our website
to avail 30% discount.
Extra 10% discount
on group enrolments

BIG DATA TRACKS

Courses	Duration	Course Fee	Discounted Fee
Big Data Foundation	6 weeks	₹ 20000 + taxes	₹ 17000 + taxes
Big Data Specialization	10 weeks	₹ 30000 + taxes	₹ 25500 + taxes
Big Data Super Specialization	15 weeks	₹ 40000 + taxes	₹ 34000 + taxes
6 Month Certificate Programme in Big Data	6 Months	₹ 70000 + taxes	₹ 49000 + taxes

Instructor-led weekend courses	Next Batch Starts on 19 th August	Enrolment deadline is 6 th August	3 month EMI option with ICICI, HDFC, Axis, AMEX, IndusInd & Kotak Mahindra
			
			

Use coupon code UPX15 on our website to avail 15% discount on Foundation & Specialization tracks.
 Use coupon code UPX30 on our website to avail 30% discount on 6 Month Certificate Programme.
 Extra 10% discount on group enrolments



■ DATA SCIENCE TRACKS

Courses	Duration	Course Fee	Discounted Fee
Data Science Foundation	5 weeks	₹ 20000 + taxes	₹ 17000 + taxes
Data Science Specialization	9 weeks	₹ 30000 + taxes	₹ 25500 + taxes
Data Science Super Specialization	14 weeks	₹ 40000 + taxes	₹ 34000 + taxes
6 Month Certificate Programme in Data Science	6 Months	₹ 70000 + taxes	₹ 49000 + taxes



3 month EMI option with
ICICI, HDFC, Axis, AMEX,
IndusInd & Kotak Mahindra



Enrolment deadline is
6th August



Next Batch Starts on
19th August



Instructor-led
weekend courses

- Use coupon code UPX15 on our website to avail 15% discount on Foundation & Specialization tracks.
- Use coupon code UPX30 on our website to avail 30% discount on 6 Month Certificate Programme.
- Extra 10% discount on group enrolments



BUSINESS ANALYTICS TRACKS

Courses	Duration	Course Fee	Discounted Fee
Business Analytics Foundation	5 weeks	₹ 20000 + taxes	₹ 17000 + taxes
Business Analytics Specialization	11 weeks	₹ 30000 + taxes	₹ 25500 + taxes
Business Analytics Super Specialization	15 weeks	₹ 40000 + taxes	₹ 34000 + taxes
6 Month Certificate Programme in Business Analytics	23 weeks	₹ 70000 + taxes	₹ 49000 + taxes

 Instructor-led weekend courses	Next Batch Starts on 19 th August	Enrollment deadline is 6 th August	3 month EMI option with ICICI, HDFC, Axis, AMEX, IndusInd & Kotak Mahindra
 Use coupon code UPX15 on our website to avail 15% discount on Foundation & Specialization tracks.			
 Use coupon code UPX30 on our website to avail 30% discount on 6 Month Certificate Programme.			
 Extra 10% discount on group enrolments			

MODULAR COURSES

Courses	Duration	Course Fee	Discounted Fee
Spark with Scala	5 weeks	₹ 18000 + taxes	₹ 15300 + taxes
Machine Learning with Spark	6 weeks	₹ 18000 + taxes	₹ 15300 + taxes
Big Data Integration & Processing	5 weeks	₹ 18000 + taxes	₹ 15300 + taxes
Machine Learning with Python	5 weeks	₹ 20000 + taxes	₹ 17000 + taxes
Advanced Machine Learning	6 weeks	₹ 20000 + taxes	₹ 17000 + taxes
Deep Learning for NLP	5 weeks	₹ 25000 + taxes	₹ 21250 + taxes
Data Visualization with Tableau	4 weeks	₹ 16000 + taxes	₹ 13600 + taxes



Instructor-led
weekend courses

Next Batch Starts on
19th August

Enrolment deadline is
6th August



3 month EMI option with
ICICI, HDFC, Axis, AMEX,
IndusInd & Kotak Mahindra



Use coupon code
UPX15 on our website
to avail 15% discount.
Extra 10% discount
on group enrolments



COURSE FEATURES

COURSE FEATURES

Curriculum

Designed by experts
Knowledge repositories, Pre-reads,
Videos, Assignments &
Installation guides



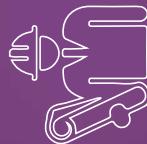
Application based learning

Theory
►
Hands-on
►
Case study
►
Project



Study groups

City wise study groups
of 8-10 to work on projects



Industry specific projects

Choose group project from
BFSI, Retail, Healthcare,
Entertainment, Airlines & Sports



Dedicated Student Support Team

Help beyond the
classroom hours

Discussion forum

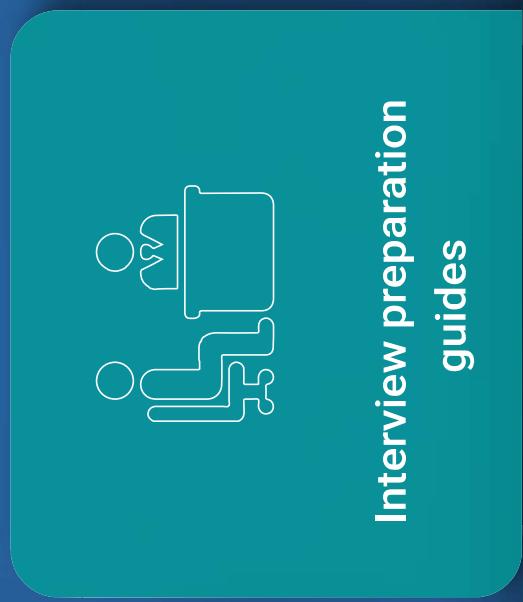
Always buzzing with students
interacting with each other



CAREER SUPPORT



Interview preparation
guides



Exclusive Industry
immersion Sessions



Exclusive
Resume workshop
session by an expert



Integrating real world
projects to make your
resume world class



Extra sessions on cutting
edge technologies

CERTIFICATION

LEVEL 1



CERTIFICATION
OF COMPLETION

upX

LEVEL 2



CERTIFICATION

upX | Tech Mahindra

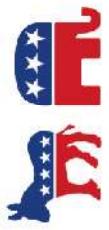
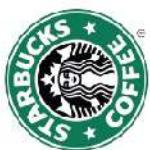
FACULTY

Our world-class faculty are experienced working professionals working in senior positions of top-tier companies like



PROJECTS

Real world datasets from companies like Nike, Yelp, Amazon, Netflix etc. are provided to our students for them to work in groups and get accustomed to the industry-experience.



CURRICULUM

Designed by experts, our Big Data and Data Science curriculum aims at delivering a holistic knowledge to every student from a fresher to a professional.





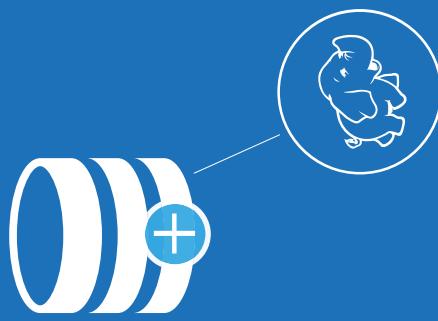
BIG DATA



BIG DATA - FOUNDATION

DURATION : 6 WEEKS

Week 1	Module 1: Introduction to Big Data
	Module 2: Python Essentials - I
Week 2	Module 3: Python Essentials - II
	Module 4: Introduction to Hadoop
Week 3	Module 5: Hadoop Architecture & Ecosystem
	Module 6: Hadoop Distributed File System(HDFS)
Week 4	Module 7: Introduction to Map Reduce
	Module 8: MapReduce Programming with Python
Week 5	Module 9: Apache Pig
	Module 10: Apache Pig Hands - on
Week 6	Module 11: Apache Hive
	Module 12: Apache Hive Hands - on



BIG DATA - SPECIALIZATION

DURATION: 10 WEEKS

FOUNDATION



Week 7

Module 13: Introduction to NoSQL

Module 14: Getting started with MongoDB

Week 8

Module 15: MongoDB Essentials - I

Module 16: MongoDB Essentials - II

Week 9

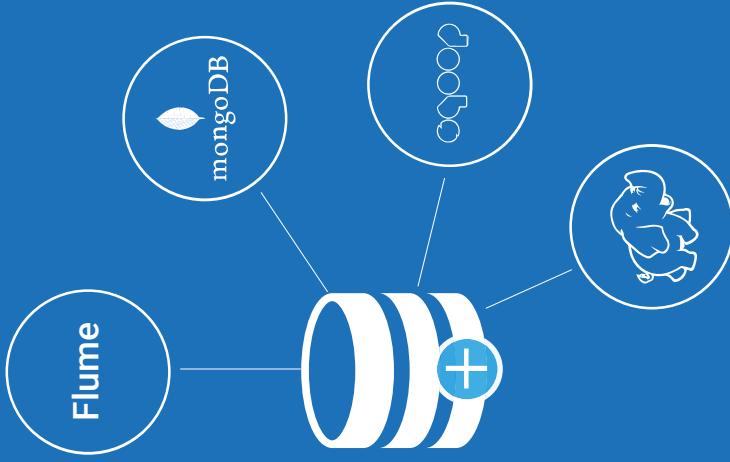
Module 17: Hands-on MongoDB

Module 18: HBase

Week 10

Module 19: SQOOP

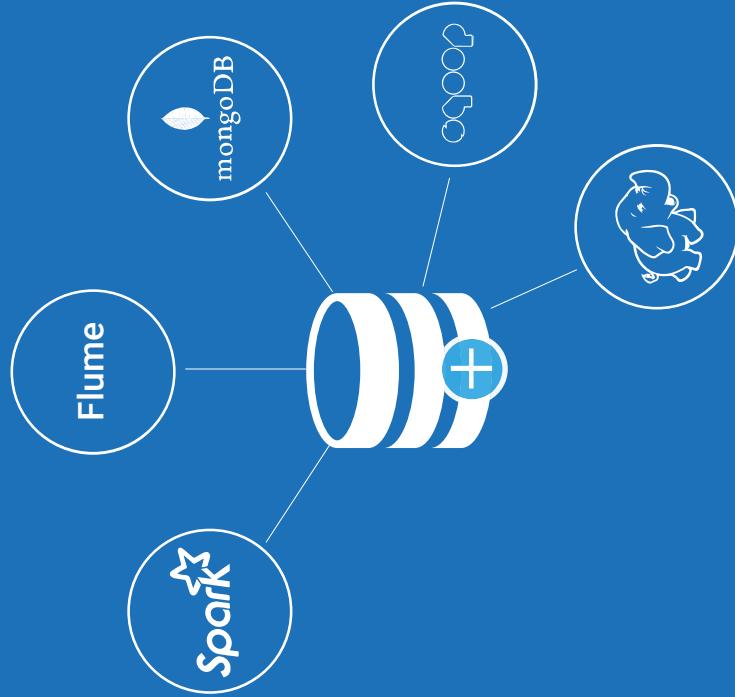
Module 20: FLUME



BIG DATA - SUPER SPECIALIZATION

DURATION : 15 WEEKS

SPECIALIZATION



Week 11	Module 21: Programming with Scala-I
	Module 22: Programming with Scala-II
Week 12	Module 23: Introduction to Apache Spark architecture
	Module 24: RDD, transformations and actions
Week 13	Module 25: Spark Programming
	Module 26: Spark SQL
Week 14	Module 27: Spark Streaming - I
	Module 28: Spark Streaming - II
Week 15	Module 29: Machine Learning with Spark MLlib
	Module 30: Live Practice session

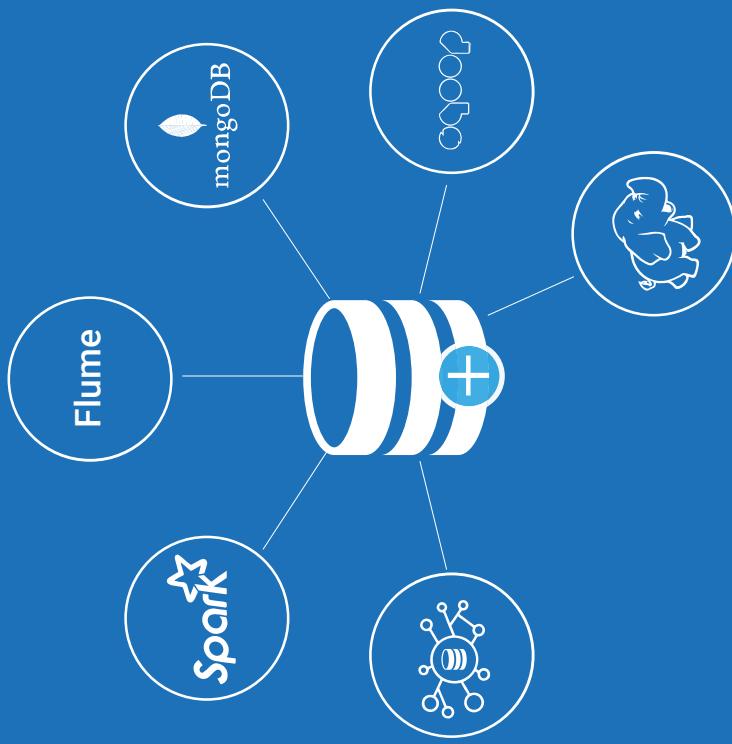


BIG DATA - 6 MONTH CERTIFICATE PROGRAMME

BIG DATA INTEGRATION & PROCESSING

DURATION : 20 WEEKS

Week 16	Module 31: Data lakes Module 32: Processing big data
Week 17	Module 33: Integration of Hadoop with MongoDB Module 34: Integration of Spark with MongoDB
Week 18	Module 35: Apache Kafka Module 36: Integration of Kafka with Spark
Week 19	Module 37: Splunk and Big data management Module 38: Big data processing using Splunk
Week 20	Module 39: Big data processing pipelines Module 40: Live Practice session



MACHINE LEARNING WITH SPARK

DURATION : 26 WEEKS

Week 21 Module 41: Introduction to Machine learning

Module 42: Statistics

Week 22 Module 43: Overview of Machine Learning algorithms

Module 44: Spark MLlib datatypes

Week 23 Module 45: Classification

Module 46: Linear regression, Logistic regression

Week 24 Module 47: Spark MLlib Decision tree

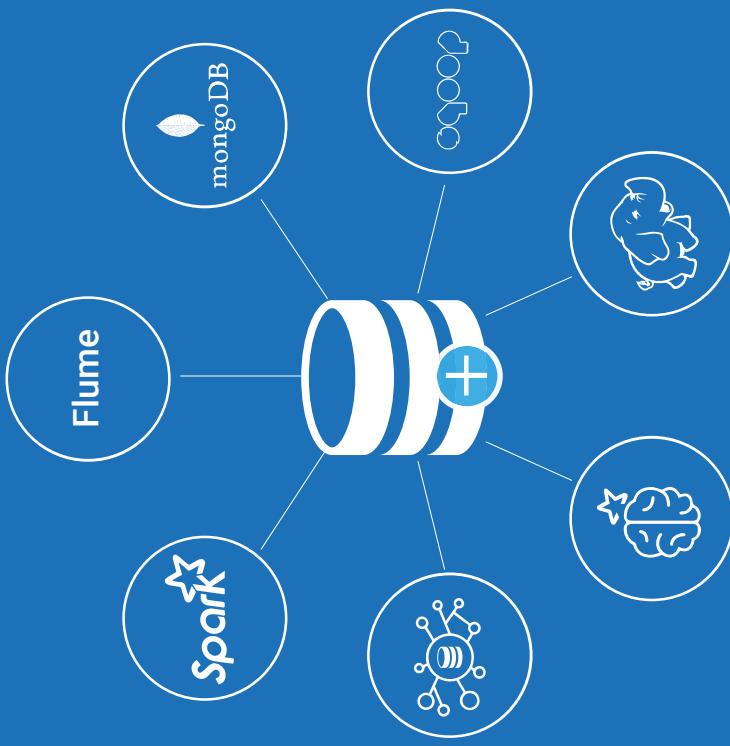
Module 48: Spark MLlib KNN classification

Week 25 Module 49: Spark Clustering

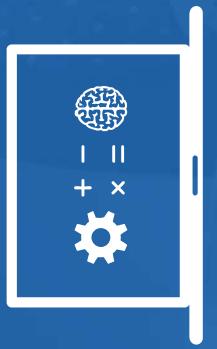
Module 50: Recommendation system

Week 26 Module 51: Recommendation system Hands - on

Module 52: Live Practice Session



DATA SCIENCE



DATA SCIENCE - FOUNDATION

DURATION : 5 WEEKS

Week 1 Module 1: Data Science Introduction & Use Cases

Module 2: Python Basics: Basic Syntax, Data Structures

Week 2 Module 3: Python Basics: Loops, If-elif statements, Functions, Exception Handling

Module 4: Statistics 1: Measures of central tendency, Population, Sample, Probability Distribution

Week 3 Module 5: Statistics 1: Normal and Binomial Distribution, Random Variable, Pictorial Representations

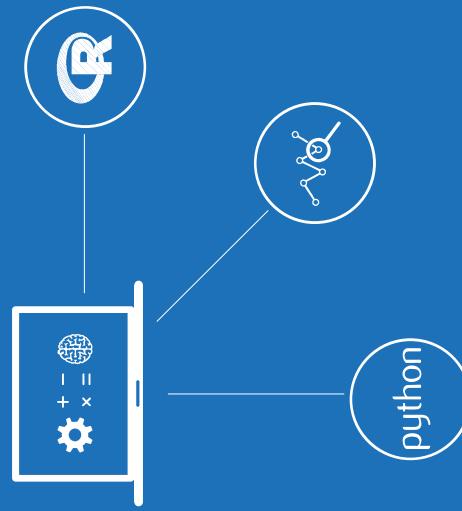
Module 6: Python Advanced: Numpy, Pandas

Week 4 Module 7: Python Advanced: Data Manipulation, Matplotlib

Module 8: Exploratory Data Analysis: Data Cleaning, Data Wrangling

Week 5 Module 9: Exploratory Data Analysis: Data Visualisation
Module 10: Exploratory Data Analysis: Case Study

Pre-recorded: R programming, EDA using R



DATA SCIENCE - SPECIALIZATION

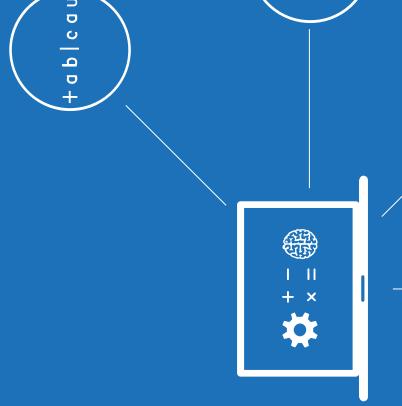
DURATION : 9 WEEKS

FOUNDATION



Week 6 Module 11: Introduction to Tableau

Module 12: Data visualisation



Week 7 Module 13: Analytics concepts with Statistics - I

Module 14: Analytics concepts with Statistics - II

Week 8 Module 15: Analytics concepts using calculated fields

Module 16: Analytics concepts for integrating dashboards

Week 9 Module 17: Mini project workshop - Visual Analytics

Module 18: Integration of Tableau with Python



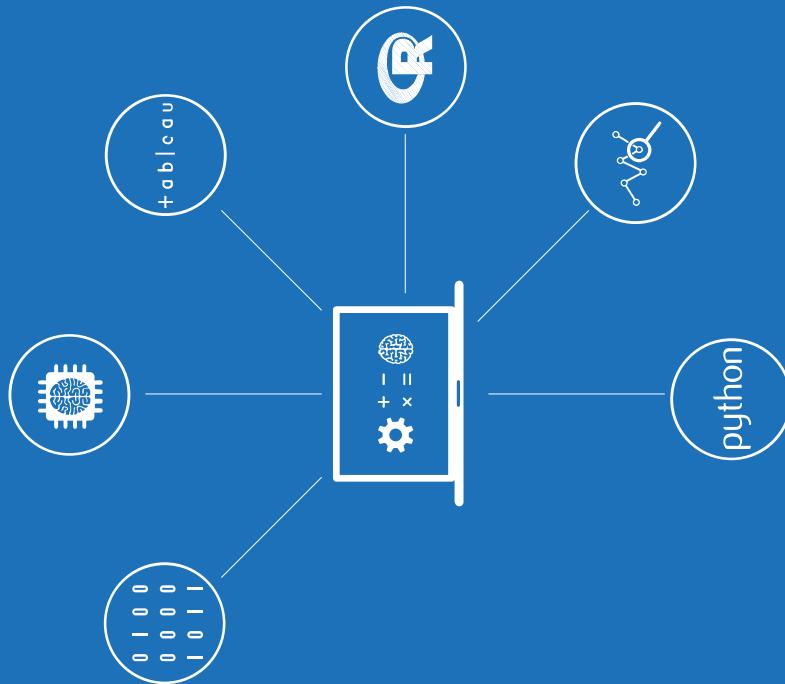
DATA SCIENCE - SUPER SPECIALIZATION

DURATION : 14 WEEKS

SPECIALIZATION



Week 10	Module 19: ML Introduction & Use Cases Module 20: Statistics 2 - Inferential Statistics
Week 11	Module 21: Linear Regression Module 22: Logistic Regression
Week 12	Module 23: Decision Trees, Random Forest
Week 13	Module 24 Modelling Techniques(PCA, Feature Engineering) Module 25: KNN, Naive Bayes
Week 14	Module 26: Support Vector Machines(SVM) Module 27: Clustering, K-means
	Module 28: Time Series Modelling

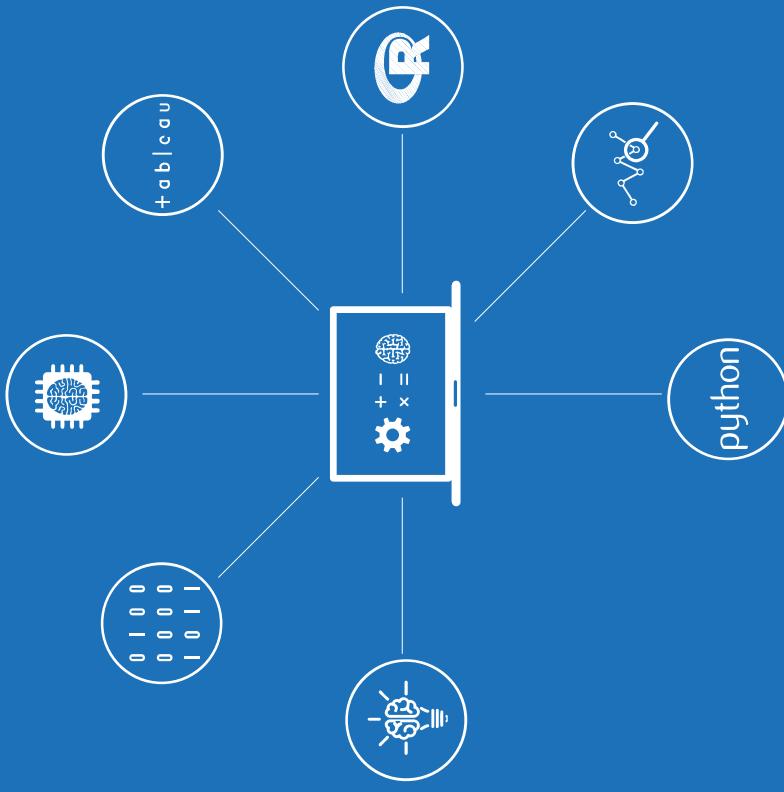


DATA SCIENCE - 6 MONTH CERTIFICATE PROGRAMME

ADVANCED MACHINE LEARNING

DURATION : 20 WEEKS

Week 15	Module 29: Market Basket Analysis & Apriori Algorithm	
	Module 30: Recommendation System	
Week 16	Module 31: Recommendation System - Mini Project	
	Module 32: Dimensionality Reduction (LDA,SVD)	
Week 17	Module 33: Dimensionality Reduction (Matrix optimisation)	
	Module 34: Anomaly Detection	
Week 18	Module 35: XG Boost	
	Module 36: Gradient Boosting Machine(GBM)	
Week 19	Module 37: Stochastic Gradient Descent(SGD)	
	Module 38: Ensemble Learning - I	
Week 20	Module 39: Ensemble Learning - II	
	Module 40: Introduction to Neural Networks	

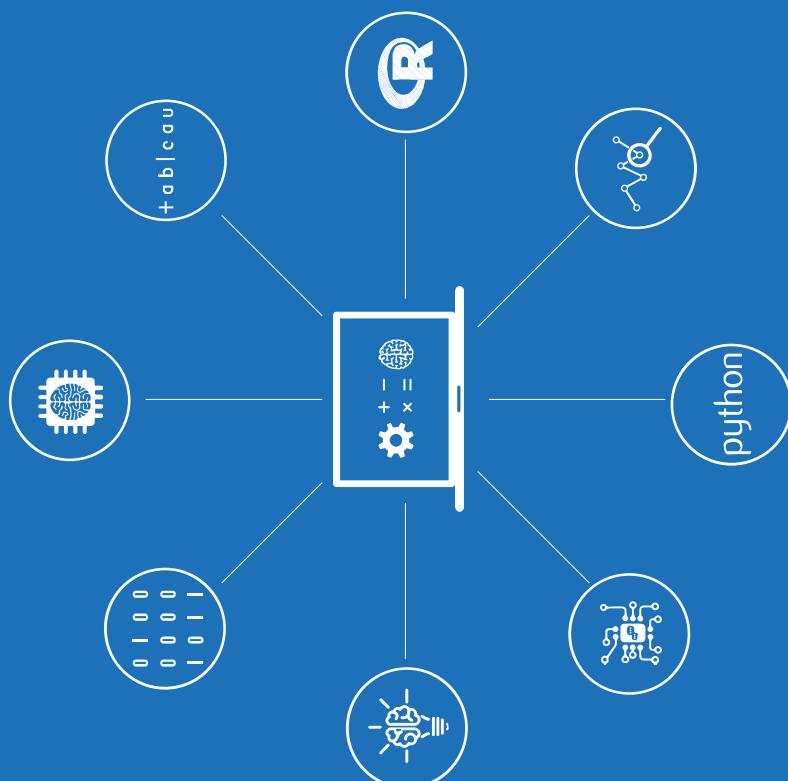


DATA SCIENCE - 6 MONTH CERTIFICATE PROGRAMME

DEEP LEARNING FOR NLP

DURATION : 25 WEEKS

- Week 21 Module 41: Introduction to NLP & Deep Learning
 Module 42: Word Embeddings
-
- Week 22 Module 43: Word window classification
 Module 44: Introduction to Artificial Neural Networks
-
- Week 23 Module 45: Introduction to Tensorflow
 Module 46: Recurrent Neural Networks for Language modelling
-
- Week 24 Module 47: Gated Recurrent Units(GRUs), LSTMs
 Module 48: Recursive Neural network
-
- Week 25 Module 49: Convolutional Neural Networks for sentence classification
-
- Module 50: Dynamic Memory Networks



BUSINESS ANALYTICS

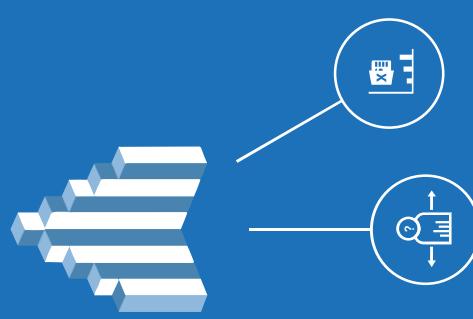


NEW
LAUNCH

BUSINESS ANALYTICS - FOUNDATION

DURATION : 5 WEEKS

Week 1	Module 1: Foundations of Business Analytics Module 2: Use cases of Business Analytics
Week 2	Module 3: Excel Advanced boot camp Module 4: Pivot tables & Pivot charts
Week 3	Module 5: Power Query & Power Maps Module 6: Data analysis tool, Goal Seek & Solver - I
Week 4	Module 7: Data analysis tool, Goal Seek & Solver - II Module 8: Data analysis tool, Goal Seek & Solver - III
Week 5	Module 9: Data Extraction with Import IO Module 10: Data Cleaning & Data Manipulation in Excel



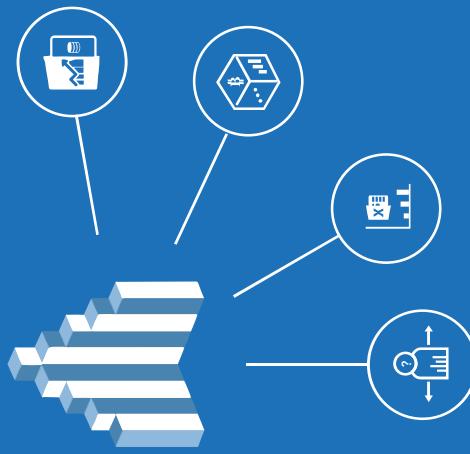
BUSINESS ANALYTICS - SPECIALIZATION

DURATION : 11 WEEKS

FOUNDATION



Week 6	Module 11: Application of Probability in Business Module 12: Bayes theorem & Random Variables
Week 7	Module 13: Binomial Probability distribution Module 14: Normal probability distribution
Week 8	Module 15: Descriptive and Inferential Statistics with MS Excel Module 16: Calculating variances & standard deviations
Week 9	Module 17: Hypothesis Testing Module 18: Business Modelling with Excel
Week 10	Module 19: Introduction to databases and RDBMS concepts Module 20: Hands on exercises with SQL Query Language
Week 11	Module 21: In depth exercises on data joining and data blending Module 22: Creating & editing tables in SQL



BUSINESS ANALYTICS - SUPER SPECIALIZATION

DURATION : 15 WEEKS

SPECIALIZATION



Week 12 Module 23: Tableau – Introduction

Module 24: Tableau – Data Visualisation fundamentals

Week 13

Module 25: Tableau Analytics concepts - I
Module 26: Tableau Analytics concepts - II

Week 14

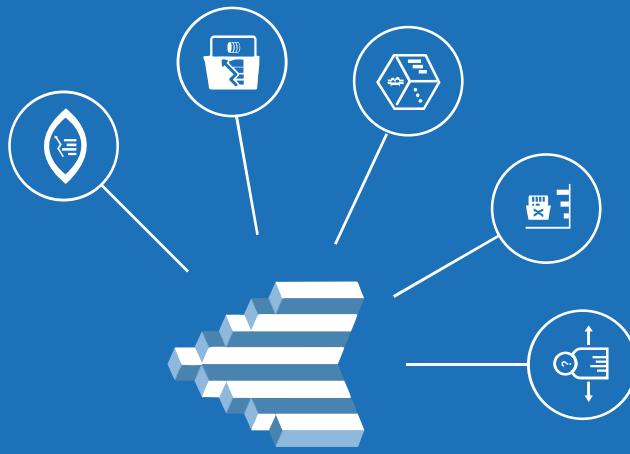
Module 27: Connecting Tableau with R programming tool

Module 28: Tableau Project workshop (POC)

Week 15

Module 29: Introduction to Alteryx platform

Module 30: Data Integration and planning data pipelines



BUSINESS ANALYTICS

6 MONTH CERTIFICATE PROGRAMME

DURATION : 19 WEEKS

Week 16 Module 31: Introduction to predictive models

Module 32: Understanding processes in predictive models

Week 17

Module 33: ANOVA & Chi-Square test

Module 34: Correlation, Linear regression &
Multivariate Linear Regression

Week 18

Module 35: Time series analysis

Module 36: Logistic regression

Week 19

Module 37: K-Means Clustering

Module 38: Mini Projects



BUSINESS ANALYTICS

6 MONTH CERTIFICATE PROGRAMME

DURATION : 23 WEEKS

Week 20 Module 39: Introduction to product management & metrics

Module 40: Introduction to user digital experience

Week 21 Module 41: Web analytics – A/B testing, Multivariate testing

Module 42: Analysing Competitive intelligence

Week 22

Module 43: Analysing mobile customer experience

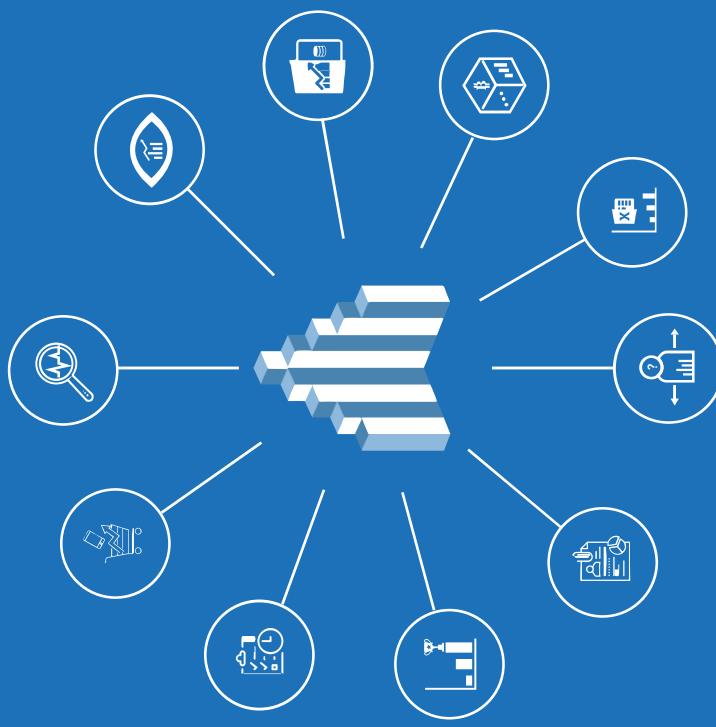
Module 44: Analysing social media analytics

Week 23 Module 45: Product analytics implementation

Module 46: Product Analytics project

Module 47: Analytics Prep for Managers & Non Programmers

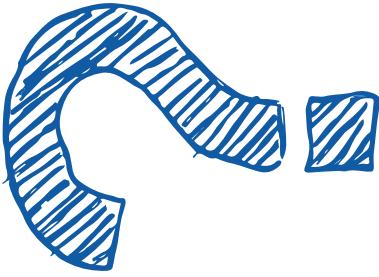
Module 48: Job prep for UBER, Deloitte, Mc Kinsey analytics positions (On-demand Module)



FAQS

| Where do the classes take place & what are the class timings?

The classes are Online. The class timings are
Big Data - 11:00 am - 1:00 pm IST weekends
Data Science - 8:00 am - 10:00 am IST weekends
Business Analytics - 8:00 am - 10:00 am IST weekends



| When do enrolments close?

Enrolments close 2 weeks before a batch starting date.

| Do I have to purchase any software?

No, we provide necessary installation guides of the software required.

| What are the specific system requirements?

Big Data Foundation & Specialization:

8GB RAM, 500GB hard disk

6 Month Certificate Programme in Data Science:

8GB RAM, i5 processor, 2GB Graphics card

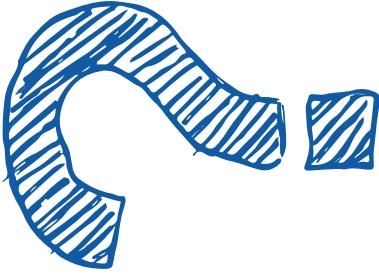
| What are projects?

Projects are real world datasets from companies like Nike, Yelp, Amazon, Netflix etc. that are provided to our students for them to work in groups.

FAQS

I **What if I miss a class?**

You can access recordings of all classes on our LMS Portal from the week following every class.



I **How do I ask my doubts after the class?**

You can get in touch with our student support team even after class hours or can drop a mail to our teaching assistants. You can also ask your doubts in the student discussion groups.

I **Can I see student profiles & reviews from previous batches?**

Yes. Log on to our website and click on the student profile tab to see the student profiles & reviews from previous batches.

I **Can I pay the course fees in installments?**

Yes. You can avail EMI options using the credit cards of almost every leading bank like ICICI, Kotak Mahindra Bank, Axis Bank, HDFC etc. You can check out details about this on our website.



COORDINATES

Student Service Team
info@upxacademy.com
1800-123-1260

Fasahath : fasahath@upxacademy.com 7337360437
Madhu : madhu@upxacademy.com 7337360431



Follow us on



www.upxacademy.com

info@upxacademy.com

1800-123-1260