

Powered by  
Tech Mahindra



MAKE IT  
**BIG**  
WITH  
**BIG DATA  
ANALYTICS**



**upx**  
Move up in life



[www.upxacademy.com](http://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.

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!



**MANVENDER SINGH**

Founder & CEO

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.*



# I N D E X

---

Applications	5
Leaders Speak & Opportunities	6
What's new in May 2018 batch?	7
Subjects & Tracks	8
Course Fees	11
Course features	15
Curriculum	21
FAQ's	33
Coordinates	35

**COMMON  
APPLICATIONS OF  
BIG DATA ANALYTICS  
& 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

## 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

- McKinsey

### Attractive Salaries

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

- Glassdoor

## A GATEWAY TO A WORLD OF NEW OPPORTUNITIES



Telecom



HR



Banking &  
Finance



Retail



Healthcare



IoT



Social Media



E-Commerce

## ■ What's new in May 2018 batch

	OLD	NEW
Duration	Regular	Regular + Fast track
Format	LIVE online Instructor led	LIVE online Instructor led + Self paced
Course content	Complete	Complete
Choice of tracks	✗	✓
Choice of electives	✗	✓
Payment	All in one go	Staggered

# SUBJECTS & TRACKS



# BIG DATA ANALYTICS PROGRAMME

(Combination of Big Data & Data Science Tracks)

WORLD'S FIRST

6 MONTH CERTIFICATE  
PROGRAMME

SPECIALIZATION

FOUNDATION

BIG DATA				
BIG DATA	Hadoop	✓	✓	✓
	Spark	✓	✓	✗
	MongoDB, HBase	✓	✗	✗
	Sqoop & Flume*			
DATA SCIENCE				
	Data Analytics with Python	✓	✓	✓
	Machine Learning	✓	✓	✗
	Data Visualization with Tableau*	✓	✗	✗

\*Recorded videos

# DATA SCIENCE TRACKS

		FOUNDATION	SPECIALIZATION	SUPER SPECIALIZATION	WORLD'S FIRST 6 MONTH CERTIFICATE PROGRAMME
CORE MODULES	Data Analytics with Python <hr/> Machine Learning <hr/> Data Visualization with Tableau	✓ Any 1 core module	✓ Any 2 core modules	✓ Any 2 core modules	✓ Includes 3 core modules
ELECTIVES	Data Analytics with R <hr/> Advance Machine Learning <hr/> Deep Learning with NLP	✗	✗	✓ Any 1 elective module	✓ Includes 3 elective modules

Elective modules are recorded

# COURSE FEES

## 6 MONTH CERTIFICATE PROGRAMMES

6 Month Certificate Programme	Duration	Course Fee	Discounted Fee
6 Month Certificate Programme in Big Data Analytics	6 Months	₹ 80000	₹ 48000
6 Month Certificate Programme in Data Science	6 Months	₹ 80000	₹ 48000

Plus applicable GST



Instructor-led  
Weekend/Fast track  
course



Next Batch Starts on  
26<sup>th</sup> May



Enrolment deadline is  
13<sup>th</sup> May



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



**Use coupon code UPX40 on our website to avail 40% discount on 6 Month Certificate Programme.**

Additional discounts on group enrolments of 2 or more.

# ■ BIG DATA ANALYTICS TRACKS

Courses	Duration	Course Fee	Discounted Fee
Big Data Analytics Foundation	11 weeks	₹ 40000	₹ 32000
Big Data Analytics Specialization	19 weeks	₹ 60000	₹ 39000
6 Month Certificate Programme in Big Data Analytics	29 weeks	₹ 80000	₹ 48000

Plus applicable GST



Instructor-led  
Weekend/Fast track  
course



Next Batch Starts on  
26<sup>th</sup> May



Enrolment deadline is  
13<sup>th</sup> May



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



Use coupon code UPX20 to avail 20% discount on our website on Foundation track.  
Use coupon code UPX35 to avail 35% discount on our website on Specialization Programme.  
Use coupon code UPX40 to avail 40% discount on our website on 6 Month Certificate Programme.  
Additional discounts on group enrolments of 2 or more.



# DATA SCIENCE TRACKS

Courses	Duration	Course Fee	Discounted Fee
Data Science Foundation	5 weeks	₹ 20000	₹ 16000
Data Science Specialization	10 weeks	₹ 40000	₹ 32000
Data Science Super Specialization	14 weeks	₹ 60000	₹ 39000
6 Month Certificate Programme in Data Science	6 Months	₹ 80000	₹ 48000

Plus applicable GST



Instructor-led  
Weekend/Fast track  
course



Next Batch Starts on  
26<sup>th</sup> May



Enrolment deadline is  
13<sup>th</sup> May



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



Use coupon code UPX20 to avail 20% discount on our website on Foundation and Specialization track.  
Use coupon code UPX35 to avail 35% discount on our website on Super Specialization Programme.  
Use coupon code UPX40 to avail 40% discount on our website on 6 Month Certificate Programme.  
Additional discounts on group enrolments of 2 or more.

# 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



## Mentor Connect

Get exclusive one on  
one mentor guidance



## 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



CERTIFICATE  
OF COMPLETION



LEVEL 2




CERTIFICATION





## 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.

The Amazon logo, featuring the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.The Twitter logo, consisting of the word "twitter" in a blue, lowercase, sans-serif font, followed by a blue bird icon.The Walmart logo, featuring the word "Walmart" in a blue, sans-serif font, followed by a yellow six-pointed starburst icon.The Nike logo, featuring the word "NIKE" in a bold, black, sans-serif font, with a black swoosh underneath it.The ZIKA logo, featuring the word "ZIKA" in a yellow, sans-serif font, followed by a yellow virus-like icon with multiple circular protrusions.The Netflix logo, featuring the word "NETFLIX" in a bold, red, sans-serif font.The Yahoo! Finance logo, featuring the word "YAHOO!" in a purple, sans-serif font, with "FINANCE" in a smaller, purple, sans-serif font below it.The Vodafone logo, featuring a red speech mark icon followed by the word "vodafone" in a red, lowercase, sans-serif font.The Stack Overflow logo, featuring a stylized orange and yellow icon of a book or document, followed by the word "stackoverflow" in a black, lowercase, sans-serif font.The Kaggle logo, featuring the word "kaggle" in a blue, lowercase, sans-serif font.

# 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 ANALYTICS

---

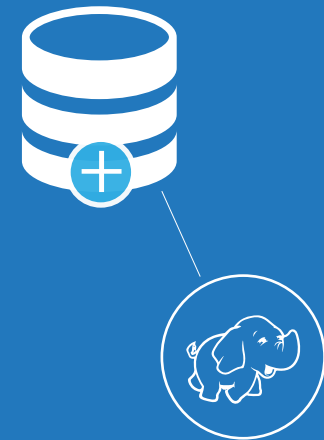
(BIG DATA MODULES)

# BIG DATA - CORE MODULE

## Hadoop

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 - CORE MODULE

## Spark

DURATION : 5 WEEKS

Week 1	Module 1: Programming with Scala-I
	Module 2: Programming with Scala-II
Week 2	Module 3: Introduction to Apache Spark architecture
	Module 4: RDD, transformations and actions
Week 3	Module 5: Spark Programming
	Module 6: Spark SQL
Week 4	Module 7: Spark Streaming - I
	Module 8: Spark Streaming - II
Week 5	Module 9 Machine Learning with Spark MLlib
	Module 10: Live Practice session

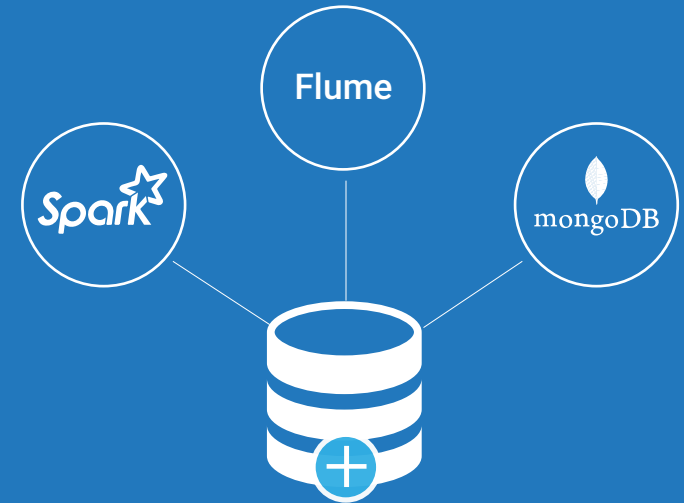


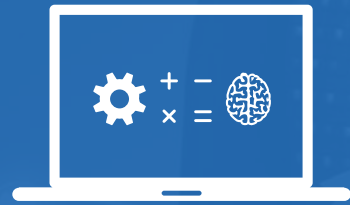
# BIG DATA - ELECTIVE MODULE

## MongoDB, Hbase, Sqoop & Flume

DURATION : 4 WEEKS (Recorded)

Week 1	Module 1: Introduction to NoSQL
	Module 2: Getting started with MongoDB
Week 2	Module 3: MongoDB Essentials - I
	Module 4: MongoDB Essentials - II
Week 3	Module 5: Hands-on MongoDB
	Module 6: HBase
Week 4	Module 7: SQOOP
	Module 8: FLUME





# DATA SCIENCE

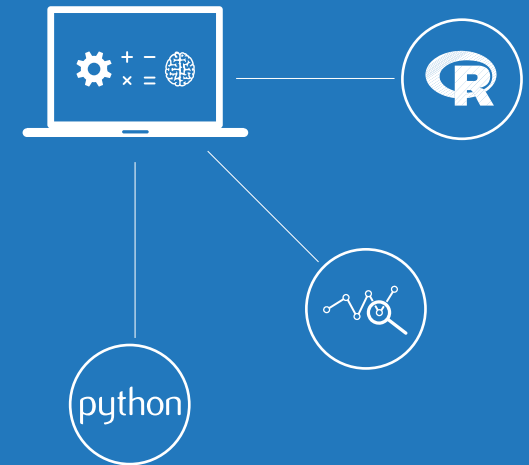
---

# DATA SCIENCE-CORE MODULE

## Data Analytics with Python

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

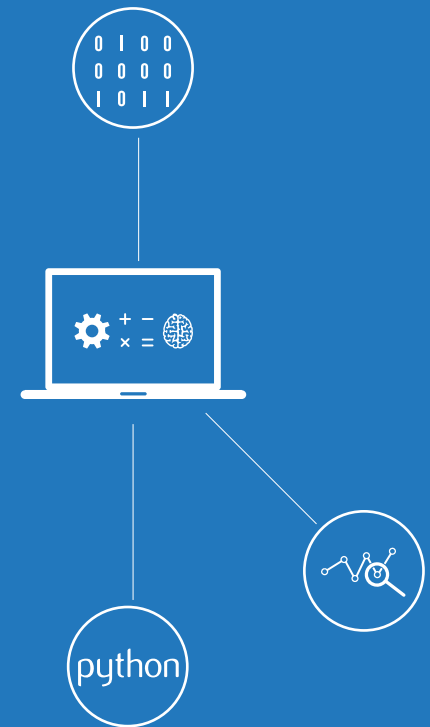


# DATA SCIENCE-CORE MODULE

## Machine Learning

DURATION : 5 WEEKS

Week 1	Module 1: ML Introduction & Use Cases
	Module 2: Statistics 2 - Inferential Statistics
Week 2	Module 3: Linear Regression
	Module 4: Logistic Regression
Week 3	Module 5: Decision Trees, Random Forest
	Module 6: Modelling Techniques (PCA, Feature Engineering)
Week 4	Module 7: KNN, Naive Bayes
	Module 8: Support Vector Machines(SVM)
Week 5	Module 9: Clustering, K-means
	Module 10: Time Series Modelling



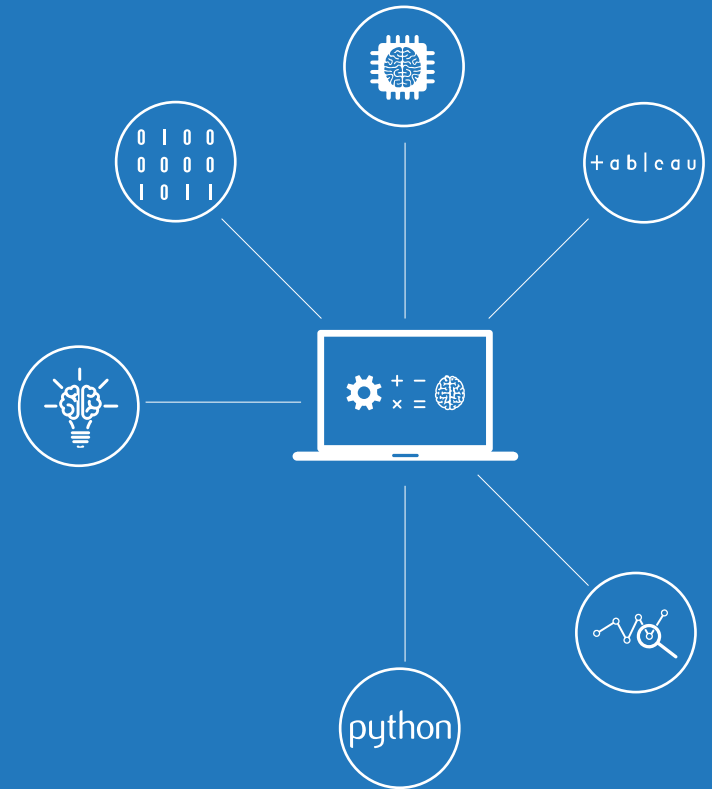


# DATA SCIENCE-CORE MODULE

## Data Visualization with Tableau

DURATION : 4 WEEKS

Week 1	Module 1: Introduction to Tableau
	Module 2: Data visualisation
Week 2	Module 3: Analytics concepts with Statistics - I
	Module 4: Analytics concepts with Statistics - II
Week 3	Module 5: Analytics concepts using calculated fields
	Module 6: Analytics concepts for integrating dashboards
Week 4	Module 7: Mini project workshop - Visual Analytics
	Module 8: Integration of Tableau with Python

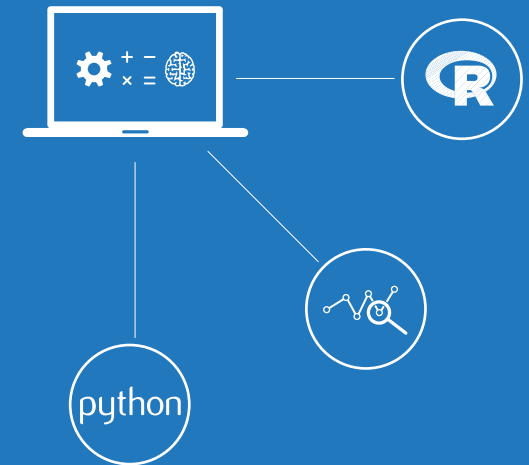


# DATA SCIENCE-ELECTIVE MODULE

## Data Analytics with R

DURATION : 5 WEEKS (Recorded)

Week 1	Module 1: Introduction to data analytics with industry use cases
Week 2	Module 2: R Basics
Week 3	Module 3: Descriptive and Inferential statistics
Week 4	Module 4: R Advanced
Week 5	Module 5: EDA projects

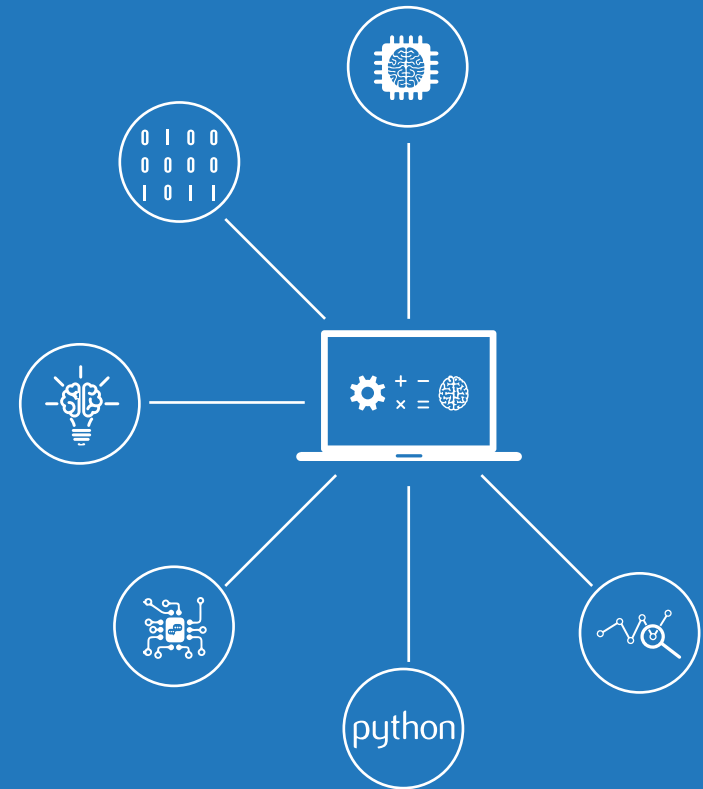


# DATA SCIENCE-ELECTIVE MODULE

## Advance Machine Learning

DURATION : 6 WEEKS (Recorded)

Week 1	Module 1: Market Basket Analysis & Apriori Algorithm Module 2: Recommendation System
Week 2	Module 3: Recommendation System - Mini Project Module 4: Dimensionality Reduction (LDA, SVD)
Week 3	Module 5: Dimensionality Reduction (Matrix optimisation) Module 6: Anomaly Detection
Week 4	Module 7: XG Boost Module 8: Gradient Boosting Machine(GBM)
Week 5	Module 9: Stochastic Gradient Descent(SGD) Module 10: Ensemble Learning - I
Week 6	Module 11: Ensemble Learning - II Module 12: Introduction to Neural Networks

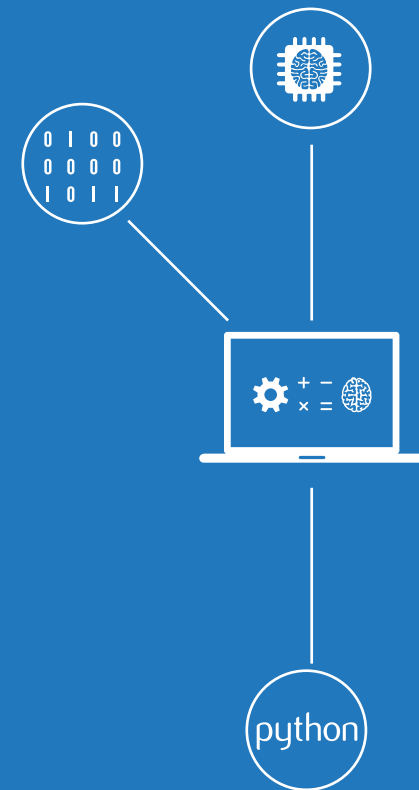


# DATA SCIENCE-ELECTIVE MODULE

## Deep Learning with NLP

DURATION : 5 WEEKS (Recorded)

Week 1	Module 1: Introduction to NLP & Deep Learning
	Module 2: Word Embeddings
Week 2	Module 3: Word window classification
	Module 4: Introduction to Artificial Neural Networks
Week 3	Module 5: Introduction to Tensorflow
	Module 6: Recurrent Neural Networks for Language modelling
Week 4	Module 7: Gated Recurrent Units(GRUs), LSTMs
	Module 8: Recursive Neural network
Week 5	Module 9: Convolutional Neural Networks for sentence classification
	Module 10: Dynamic Memory Networks



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

Batch	Track	Day & Timings	
Weekend	Big Data Analytics	Sat & Sun	11 am - 1 pm IST
	Data Science		8 - 10 am IST
Fastrack	Big Data Analytics	Sat & Sun	8 - 10 am IST
			11 am - 1 pm IST
	Data Science	Sat & Sun   8 - 10 am IST	
		Tue & Thu   9 - 11 pm IST	

# FAQs

---



## | 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

### **Deep Learning for NLP:**

4GB RAM & i3 processor

## | What are projects?

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

# FAQs

---

## ■ What if I miss a class?

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

## ■ 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.

## ■ 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.

## ■ 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 Services Team  
info@upxacademy.com  
1800-123-1260

Fasahath	:	fasahath@upxacademy.com	7337360437
Aqib	:	aqib@upxacademy.com	8790009912
Madhu	:	madhu@upxacademy.com	7337360431



Follow us on



[www.upxacademy.com](http://www.upxacademy.com)

[info@upxacademy.com](mailto:info@upxacademy.com)

1800-123-1260