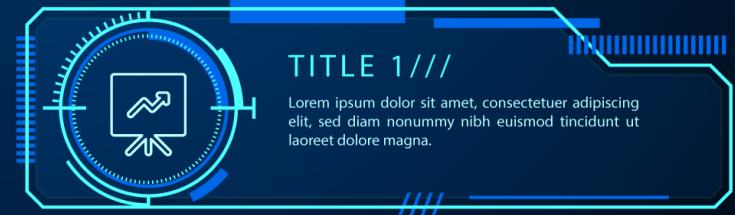
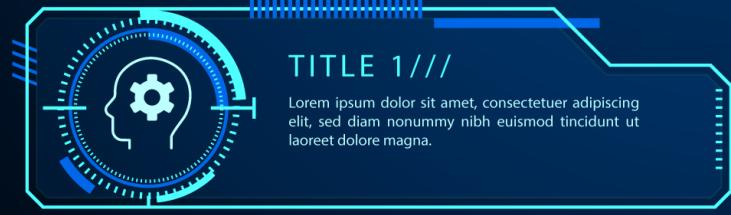
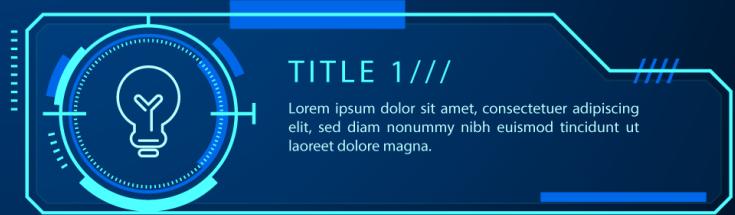
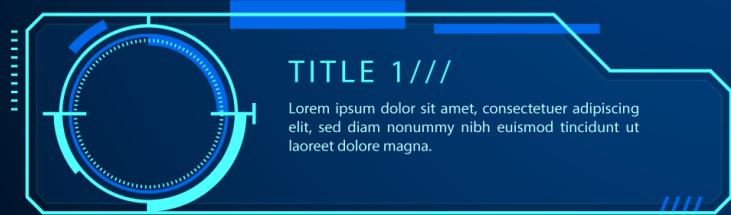
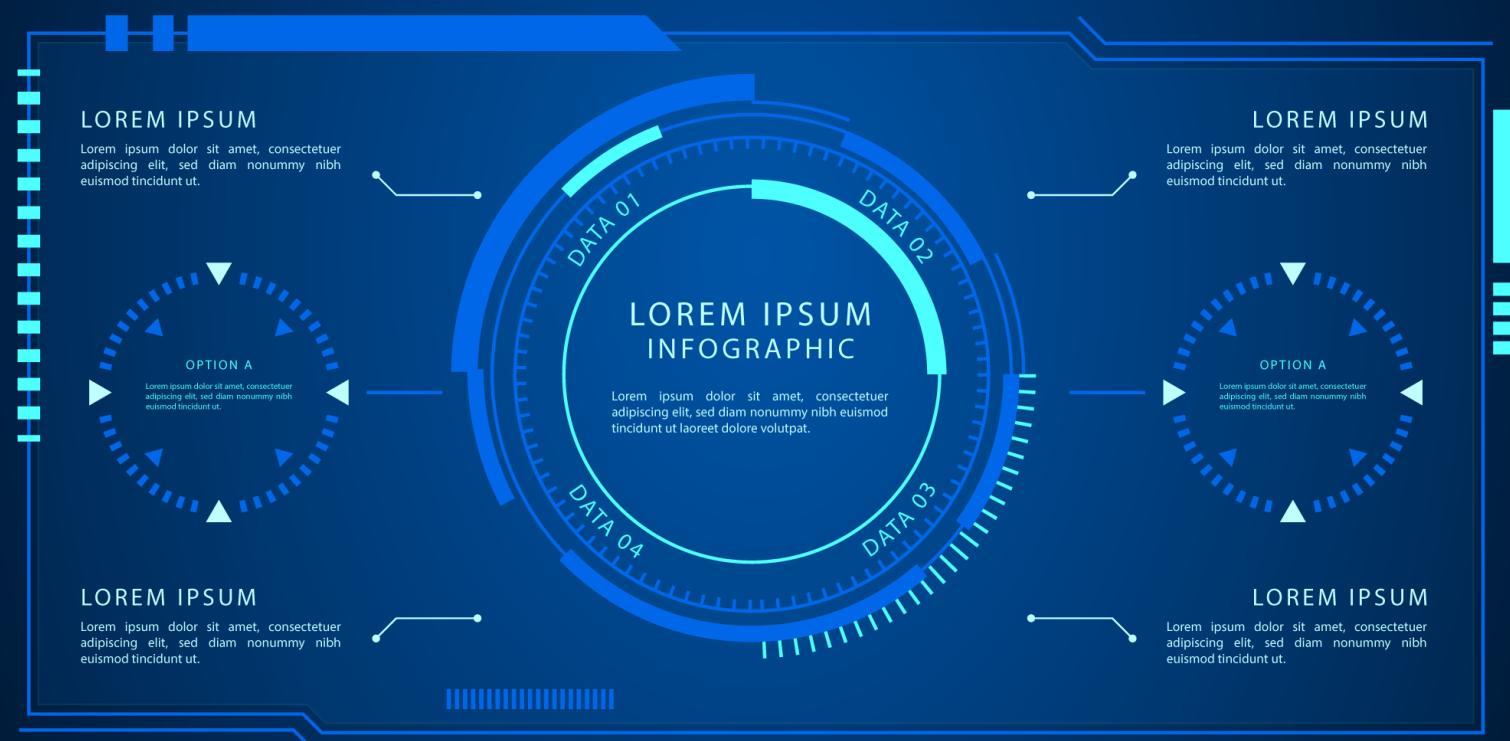


# POST GRADUATE PROGRAMME IN DATA SCIENCE & BUSINESS ANALYTICS

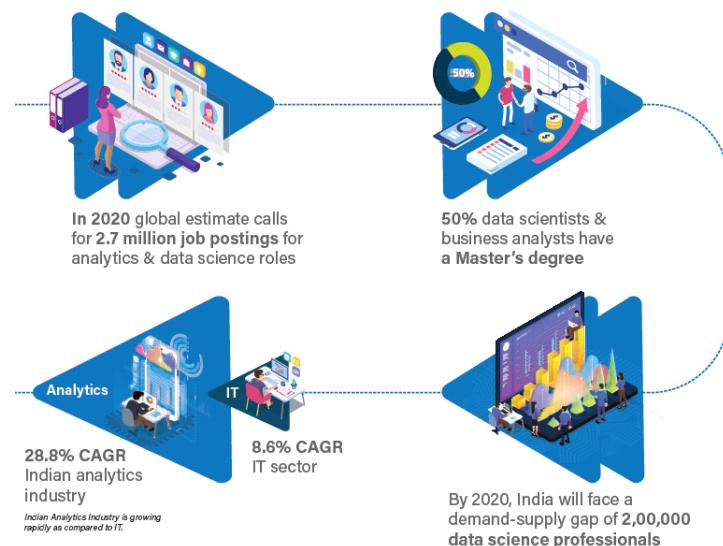


# Post Graduate Programme In Data Science and Business Analytics

The PGDM Data Science program integrates scientific methods from statistics, computer science and data-based business management to extract knowledge from data and drive decision making. Our curriculum provides students with a rigorous course of study in big data technologies, applications and practices a pathway for student internships and full-time employment. Students are prepared to meet the challenges at the intersection between big data, business analytics, and other emerging fields.

The PGDM in Business Analytics will give you broad exposure to key technologies and skills currently used in data analytics and data science, including statistics, Python, R, Tableau, SQL, and Power BI. Upon completion of this comprehensive data analytics course, you will be ready to take on the role of a data analytics professional.

## Why Data Science and Business Analytics?



## Program Objectives

- ◆ Understand and use linear and non-linear regression models and classification techniques for data analysis
- ◆ Get introduced to the latest Microsoft analytics and visualization tools (Power BI)
- ◆ Grasp the concepts of Tableau Desktop 10, become proficient with Tableau statistics and build interactive dashboards
- ◆ Understand the basics of AI concepts, machine learning workflows, and AI business applications
- ◆ Become an expert on visualization techniques such as heat map, treemap, waterfall, Pareto, Gantt chart, and market basket analysis.

# Program Outcomes

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- ◆ Gain an in-depth understanding of data structure and data manipulation
- ◆ Master the concepts recommendation engine, time series modeling, gain practical mastery over principles, algorithms and applications of Machine learning
- ◆ Understand and use linear and non-linear regression models and classification techniques for data analysis
- ◆ Learn to analyze data using Tableau and become proficient in building interactive dashboards
- ◆ Obtain a comprehensive knowledge of supervised and unsupervised learning models such as linear clustering, logistic regression, clustering, dimensionality reduction, K-NN and pipeline
- ◆ Understand deep reinforcement learning techniques applied in Natural Language Processing
- ◆ Perform scientific and technical computing using the Scipy package and its sub - package such as Integrate, Optimize, Statistics, IO, and Weave.
- ◆ Understand the different components of the Hadoop ecosystem and learn to work with HBase, its architecture and data storage, learning the difference between HBase and RDBMS, and use Hive and Impala for partitioning
- ◆ Gain expertise in mathematical computing using the NumPy and Scikit-Learn package.
- ◆ Understand MapReduce and its characteristics, plus learn how to ingest data using Sqoop and Flume

# Program Curriculum

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- ◆ Introduction to Data Science and Business Analytics
- ◆ Marketing and CRM
- ◆ Business Finance
- ◆ CAPSTONE PROJECT
- ◆ During the capstone project, using AI & ML techniques , participants will be working in teams to design and solve a real world business problem . They will have to identify the AL & ML solutions and apply the same to derive at the best outcomes.
- ◆ Exposure to Data Science Techniques
- ◆ Analytics Techniques
- ◆ Domain Exposure
- ◆ Data Visualization

# Languages and Tools Covered



and more...

## Program Details

### PROGRAM STARTS

JUNE 2021

\*Subject to changes

### DURATION

12 Months

### ELIGIBILITY

- ◆ Bachelor's/Master's in any discipline with a minimum of 50% aggregate marks in graduation or equivalent.
- ◆ For applicants with exceptional qualification and/or industry experience, a relaxation in the minimum eligibility criteria may be considered.
- ◆ Minimum of two years full time post qualification work experience.

### SELECTION PROCESS

Candidates are expected to fill out an application form and then undergo selection test to assess college-level mathematics and basic programming skill

For further details, call us at +91-8971755988/+916363522664

or contact:

**SURESH BABU**

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