



Transforming Aspirations into Achievement

BUSINESS ANALYTICS

Master Business Analytics with Expert Guidance!

SELF-PACED | MENTOR LED | PROFESSIONAL





A Brief Story About The Company



ABOUT US

Our team is dedicated to empowering students with the skills needed to thrive in today's ever-evolving job market. We believe that staying ahead requires continuous skill development to meet industry demands.

At innoKNOWVEX, we bridge the gap between current capabilities and the expertise sought by leading organizations. Our platform offers industry-specific training in a professional setting, equipping students with the knowledge and practical skills essential for securing employment in their chosen fields.



About the Program

InnoKnowvex Edu Tech's 3-month program includes two months of industrial training with web development experts through live sessions & recorded materials.

The final month involves an individual project and a major project with affiliated companies, offering industry exposure and MNC work experience. This program prepares interns for successful careers in the field.

Modes of Training

★ SELF PACED

- Recorded Sessions with doubt-clearing opportunities
- Lifetime access to study material
- Training Certification+Internship Opportunity

★ MENTOR LED

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity

★ PROFESSIONAL

- Live interactive sessions with doubt clearing
- Lifetime access to recordings
- Training Certification+Internship Opportunity+placement assistance



FIRST TWO MONTHS

- Comprehensive industrial training from experts
- Live interactive sessions
- Lifetime access to session recordings
- Hands-on practice
- Mini-projects and exercises
- Real time engagement
- Immediate feedback
- Supportive learning environment
- Mentorship and peer collaboration
- Solid foundation
- Real-world projects in the internship phase

THIRD MONTH

Two key projects:-

1. Minor project focused on implementing and evaluating their skills independently.
2. Major collaborative project, providing industry exposure and experience in a multinational corporation environment.

***Interns work on real-world challenges under the guidance of experienced professionals, gaining valuable insights into industry practices while refining their technical skills. This hands-on experience prepares them for successful careers, giving them a competitive edge in the job market.**



Explore the **CAREER PATHS**

**Business
Analyst**

**Data
Analyst**

**Financial
Analyst**

**Marketing
Analyst**

**Supply
Chain
Analyst**

**Risk
Analyst**

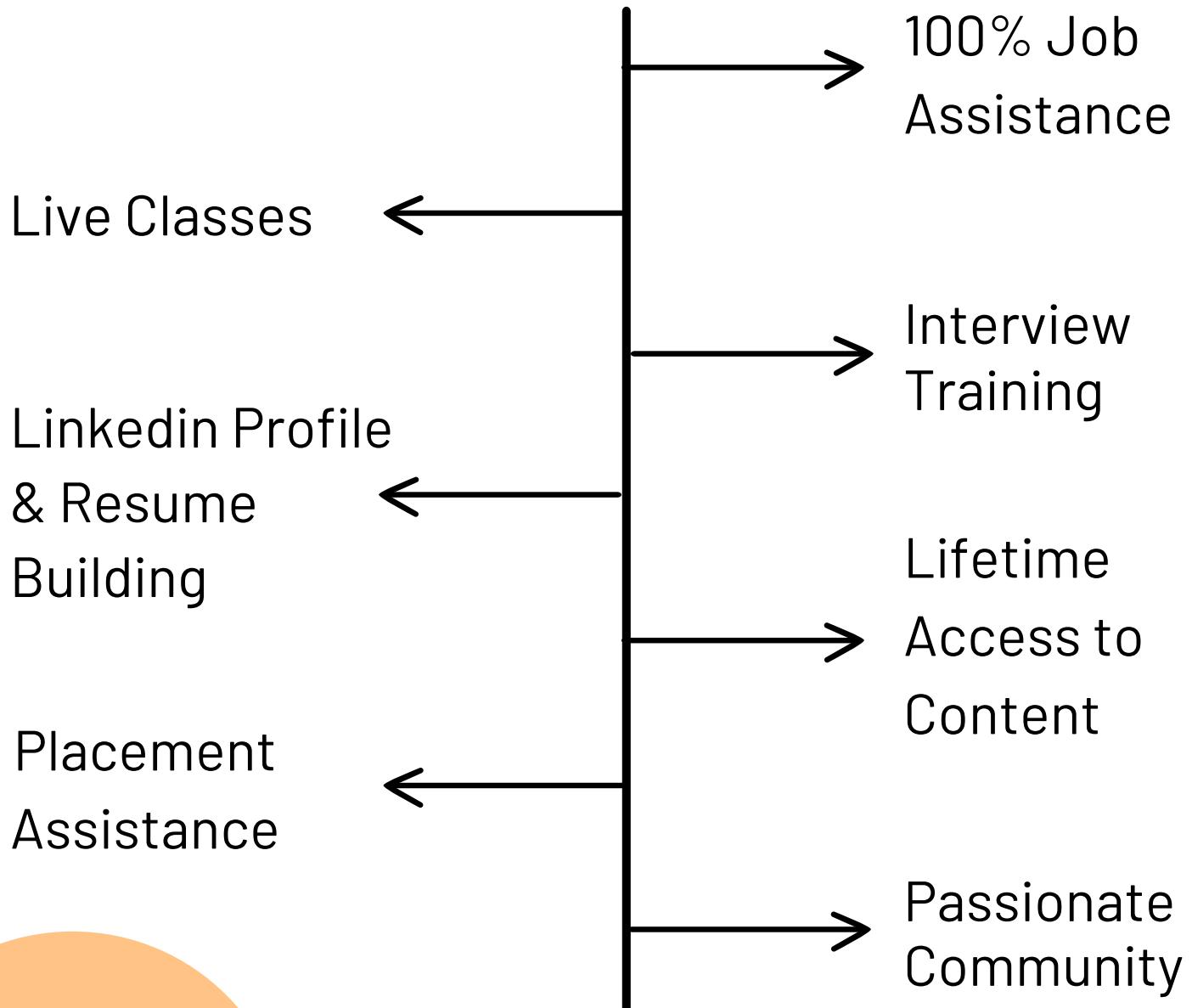
**Product
Analyst**

**Consulting
& Strategy
Analyst**

**Business
Intelligence
Analyst**

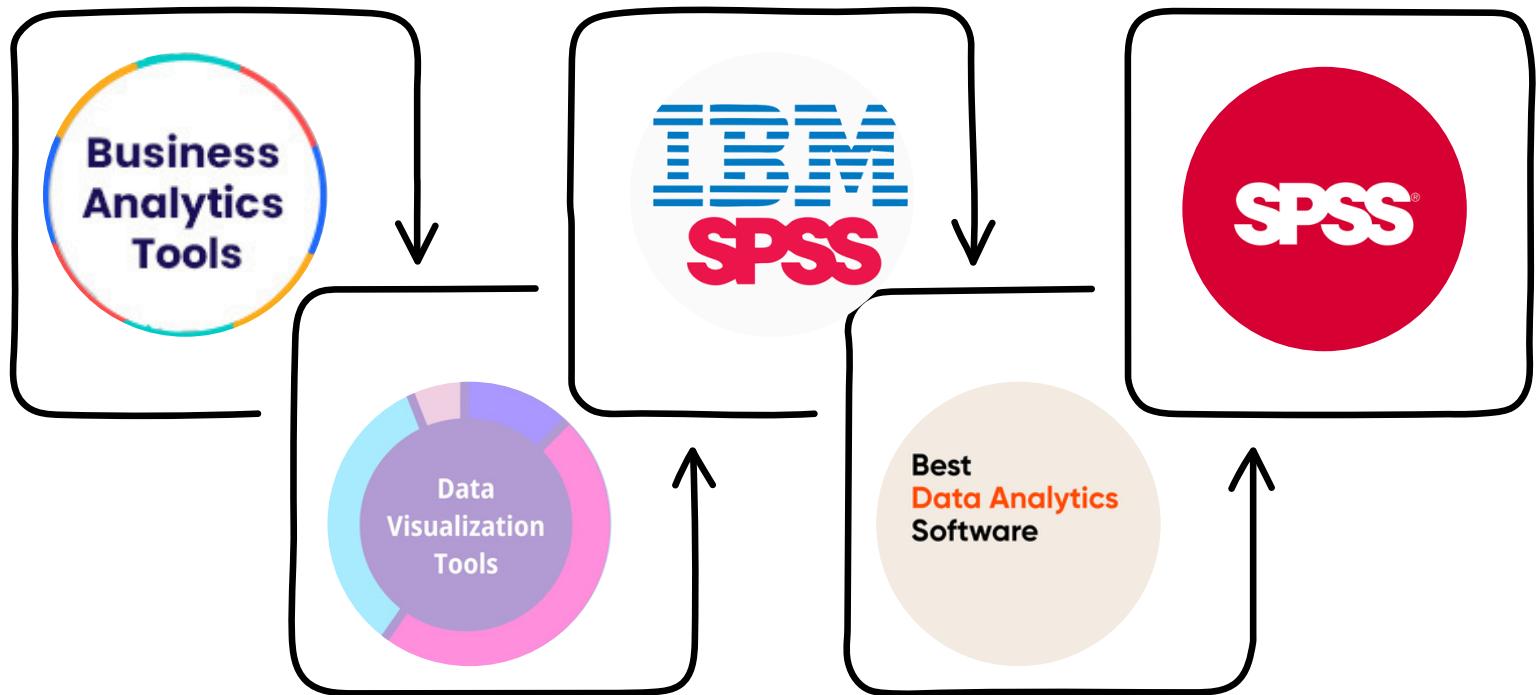


WHY US?



TOOLS

You will learn





KEY HIGHLIGHTS OF PROGRAM

Introduction

Business
Intelligence

Data Analytics

Statistical
Analysis

Quantitative
Analysis

Tools for
BA

Technologies for
BA

Financial
Analysis

Risk
Analysis

Advanced
Topics

Data
Processing

Data
Pre-Processing

Course Curriculum



Week 1- Introduction

01

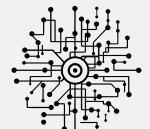
- Introduction to Business Analytics and its impact on Business**
- Types and Overview of Analytics: Descriptive, Predictive, and Prescriptive**



Week 2- Introduction to Data Basics

02

- Data Analytics: Introduction to Data Analytics, Data, Information**
- Introduction to IBM SPSS: Inserting Data and Defining Variables**





Week 3 - Data Processing

03

- Data cleaning: Handling missing values and outliers**
- Fundamentals of Descriptive Analytics: Mean, Median, SD, Variance**



Week 4 - Data Preprocessing

04

- Data Normality: Understanding normality, Methods of checking normality**
- Hypothesis Testing: Meaning of hypothesis, types, and process**



★ RESUME BUILDING WORKSHOP



Week 5 - Parametric Tests

05

- Drafting hypotheses for real-life problems**
- Parametric Tests: T-test, ANOVA, Z-test**



Week 6 - Non -Parametric Tests

06

- Non-Parametric Tests: Chi-square test**
- Practical implementation of statistical tests on SPSS**





Week 7 - Correlation Analysis

07

- Correlation: Types and degrees of correlation**
- Practical implication of correlation analysis using SPSS**



Week 8 - Regression Analysis

08

- Assumptions, regression equation, linear, and logistic regression**
- Practical implication of regression analysis using IBM SPSS**





★ SOFT SKILL DEVELOPMENT WORKSHOP



Week 9 - Factor Analysis

09

- Practical implementation of factor analysis using SPSS: Data import and manipulation
- Descriptive Statistics and Inferential Statistics



Week 10 - Data Reduction

10

- Data visualization and predictive analytics
- Customization, Automation, and data mining



⭐ HOW TO CRACK TECH INTERVIEWS



Week 11 - Advanced Topics

11

- Chi-square Test of independence and Contingency tables
- Goodness-of-fit Chi-square Test and Chi-square Test for Homogeneity



Week 12 - Advanced Topics

12

- ANOVA: One-way, Two-way, Factorial, Assumptions, ANCOVA, Repeated measures
- Direct marketing techniques, RFM Analysis, and cluster analysis





CERTIFICATIONS





Pricing

PLAN

Self Paced>

Learn at your own pace

₹5,999

Mentor Paced>

Get real-time Assistance

₹8,999

Professional>

Get Job Ready

₹11,999



OUR COLLABORATIONS

Capgemini

IBM

wipro

accenture

meesho

SWIGGY

Razorpay

PhonePe

boAt



COMPANY DETAILS

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