

## **BUSINESS ANALYTICS**

**Certification Training** 



Our aim is simple:
We strive to create
high-impact, on-campus
hands-on experiences that
prepare students for
meaningful and productive
careers.

# **Business Analytics!**

The certified Business Analytics Course has been developed by Meritphase in collaboration with tech giant.

The demand for business analysts has grown many fold over the last few years. This has created huge opportunities for people from non-programming backgrounds.



# **Eligibility:**

Mandatory: Bachelor's Degree (in any field) with a 50% aggregate score at Graduation.





# Why Business Analytics Course With Meritphase?

Companies across the globe have taken the approach of analysing tons of data that they generate as a part of their business. The analysis helps these companies obtain valuable insights that take the profitability to great heights.

Being one of the pioneers of upskilling learners in the Data Analytics field, Meritphase has come up with a curriculum that matches the market requirement with great precision.

Alongside the curriculum, Meritphase is known for its quality service.

There is a dedicated assignments team, that helps students solve their queries.

# PROGRAM CURRICULUM

#### Business Statistics

- 1. Descriptive Statistics
- 2. Inferential Statistics
- 3. Data cleaning and Insights

#### Advanced Excel

- Introduction to Excel:Quantum of Excel and Basics
- 2. Introduction to Functions:Commonly used Excel Functions
- Anchoring data:Referencing,Named ranges and its uses

#### Advanced Excel

- Data Handling:Data cleaning,Data type identification,Data restrictions
- 2. Data Handling:Formatting and Filtering
- 3. Data
  Summarization:Advanced
  functions,Charts
- 4. Data
  Summarization:Pivots,Prepa
  ring the Dashboard

- 1. Power query, power pivot
- Power query,power pivot,Use case discussion:Data Preparation,Project
   Summarization
- 3. Intro to
  Automation:Macros(Recorded
  /VBA)
- 4. Basic VBA

#### Basic MySQL

- Introduction to
   Databases, Software
   Installation
- Types of SQL
   Commands; Data
   Types in SQL
- 3. Operators in SQL
- 4. Indexing, Sequence Objects.

#### Basics Of R

- 1. "Introduction to R,Installation of Rstudio,Data Types in R
- 2. Decision making statements,Loops,F unctions
- Built in Functions in R,Joins,dplyr and ggplot2

#### Basics Of Python

- I. AnacondaInstallation,Introductionto python,Datatypes,Operators
- Data types
   Cont'd,Slicing the data,Inbuilt functions in python
- 3. Sets,Set Theory,Regular Expressions,Decision making statements

# Regression Descriptive and Predictive Analytics

#### Logit Model -Classification Analysis

Factor Analysis and Business Analytics Applications

- 1. Motivating example
- 2. Linear regression
- 3. Evaluating the model
- 4. Interaction effects

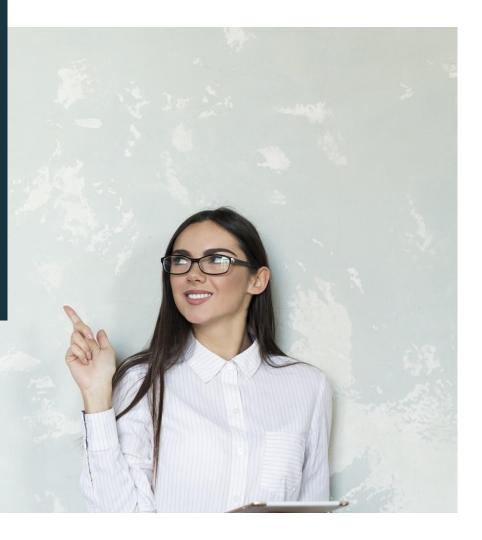
- 1. Motivating example
- 2. Logistic regression
- 3. Multinomial logit model

- 1. Motivating example
- Conceptual preliminaries
- 3. Factorising data
- 4. Factor Analysis: more examples

### **Blended Training Model**

To master the concepts of Business Analytics blended model of learning is required. In this model participants avail themselves live online and e-learning(recorded session) with a single enrollment.

A combination of these 2 will produce a synergistic impact on the learning





## **Global Presence**





#### **Tailored Course Curriculum**

Meritphase Business Analytics curriculum has been meticulously design from basics to advance topics to ensure that even fresher to Business Analytics can master the course easily. We tailored the course content periodically according to the changing needs of the industry.

