



Data Analytics

Master Course

**6 MONTHS OF INSTRUCTOR-LED, JOB
GUARANTEED DATA ANALYTICS
COURSE**

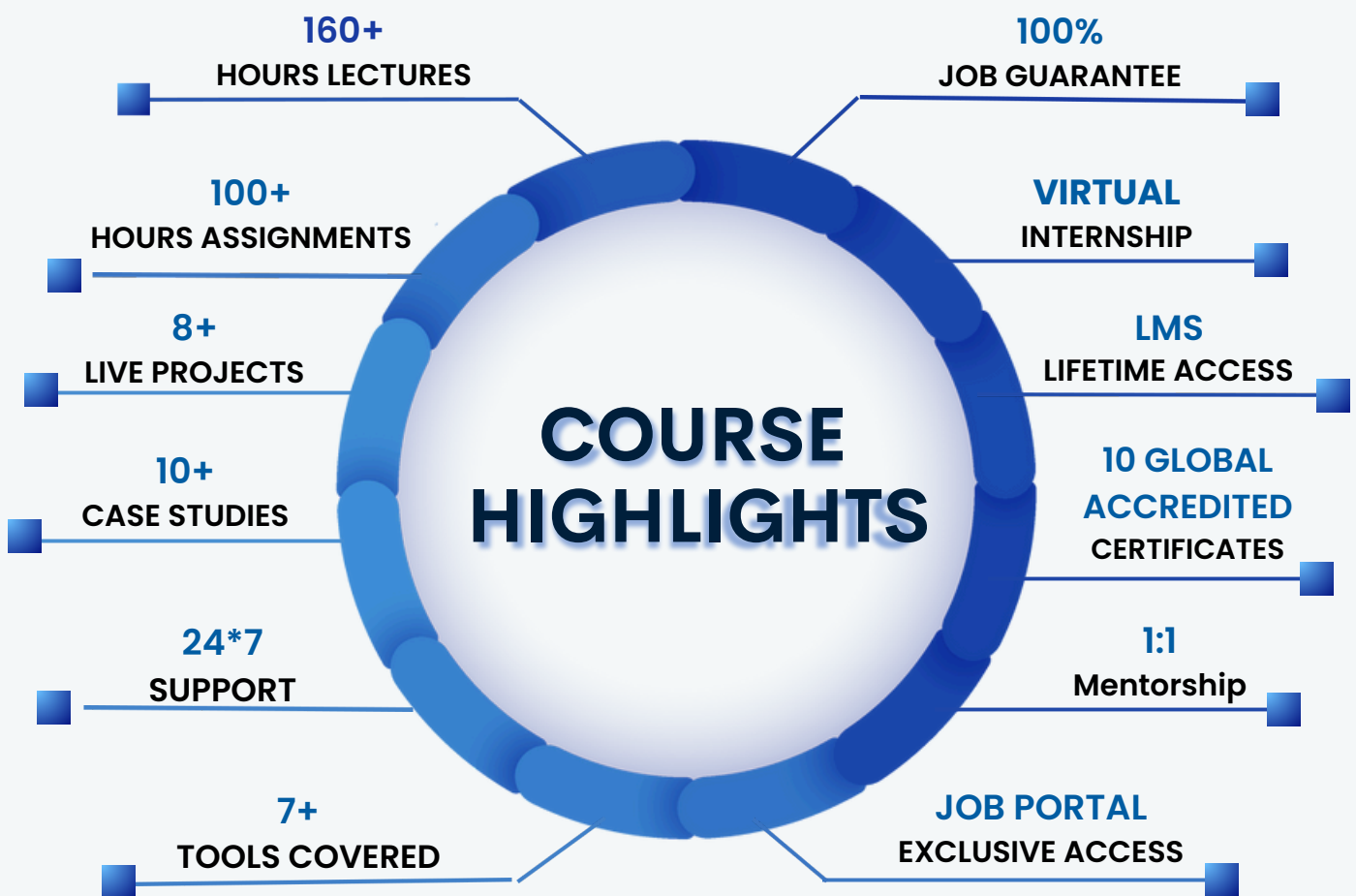
Accredited By:



In Alignment With:



COURSE HIGHLIGHTS





GET TRAINED BY INDUSTRY EXPERTS



VANTHANA BABURAO 
Data Scientist



JATIN SAHNAN 
Data Analyst Consultant



PADMALOCHINI SELVAMANI 
Data Scientist
Worked at :



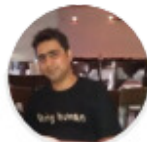
HIRUTHIGA KASTHURI 
Data Scientist



RAJESHWARI KHAIRNAR 
Subject Matter Expert
(AI & Business Analytics)



AYAN KUMAR GHOSH
Python Engineer
Worked at :



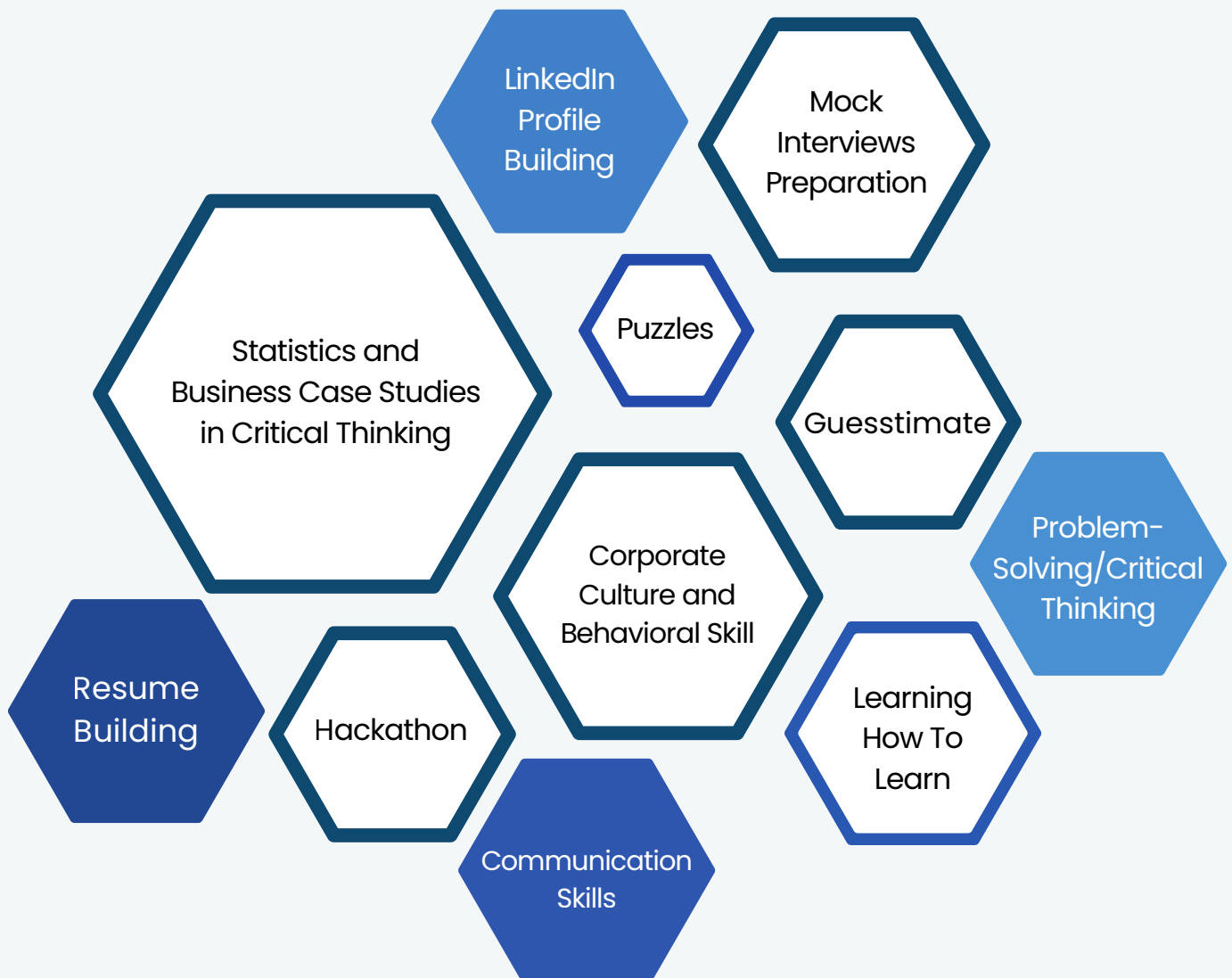
GAURAV SETHI 
Lead Project Manager





JOB INTERVIEW SKILLS

While you focus on your technical skills, we ensure that you are getting industry-ready with our interview & corporate cultural training program



TOOLS COVERED

 Excel

 python™

 Power BI

MySQL

 + a b l e a u

550 + HIRING PARTNERS

 Absolutdata

 SG Analytics
Life's Possible

 accenture

ORACLE

 TCS
TATA CONSULTANCY SERVICES

 pwc

Tiger
Analytics

 Mu Sigma

J.P.Morgan

Blackstone

 ACUITY
KNOWLEDGE PARTNERS

Capgemini 

 WNS
Extending Your Enterprise

Gramener

 Q3 technologies
Building Quality Software

POLESTAR 

 BARCLAYS

 SAP

Cognizant

 SIGMA
DATA SYSTEMS

alteryx

IBM

 indium

MOODY'S
ANALYTICS

 genpact

 guavus
a Thales company

 EVALUESERVE
POWERED BY MIND + MACHINE

 mCube

pixelplex

 FIRST LINE
SOFTWARE

 THOMSON
REUTERS®

 GROWEXX

PAST PLACEMENTS



MUKTI SHARMA 


Homemaker
▼
Data Analyst



UDAY K 


Junior Analyst
▼
Data Analyst



NEHA SHARMA 


Intern
▼
Data Analyst



BHAWANA S 


Homemaker
▼
Junior Analyst



PAYAL GUPTA 

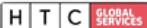

Intern
▼
Research Analyst



ANUBHAV MANDOL 


Junior Research Analyst
▼
Data Analyst



VAIBHAV SEHGAL 


Intern
▼
Junior Data Scientist



ROHIT SHARMA 


Data Analyst Intern
▼
Data Analyst



NITISH RANA 


Junior Analyst
▼
Business Intelligence Analyst



DATA ANALYTICS PROJECTS

Get 4+ Data Analytics projects, and participate in hackathons & group assignments to master the skill

PROJECT 1

Sales Performance Analysis (KPI)

For the Given Dataset create dashboard created on Microsoft Excel 365. Clean Data and use Pivot chart and Pivot table to analyse the performance. Find out any trends in the sale.

Skills required: Excel

PROJECT 2

Relational Database and Dashboard Preparation

Prepare Relational Database in SQL Server and connect with Power BI, Use Primary Keys and foreign keys to establish the database. Connect your SQL server with power BI. Extract and Transform your Data using Power query editor. Prepare basic dashboard in Power BI.

Skills required: Advanced excel, SQL, Power BI

PROJECT 3

Retail Sales Data with Seasonal Trends & Marketing (Kaggle)

This dataset provides detailed insights into retail sales, featuring a range of factors that influence sales performance. It includes records on sales revenue, units sold, discount percentages, marketing spend, and the impact of seasonal trends and holidays.

Skills required: Python & Power BI

PROJECT 4

HR Analytics Employee Attrition & Performance

Download the Data set from Kaggle. For the given main table and lookup date create a Data model and analyse the data.

Skills required: Power BI or Tableau

Also, Get 4 Notable (optional) Portfolio Building Projects With Top MNCs Via Forage

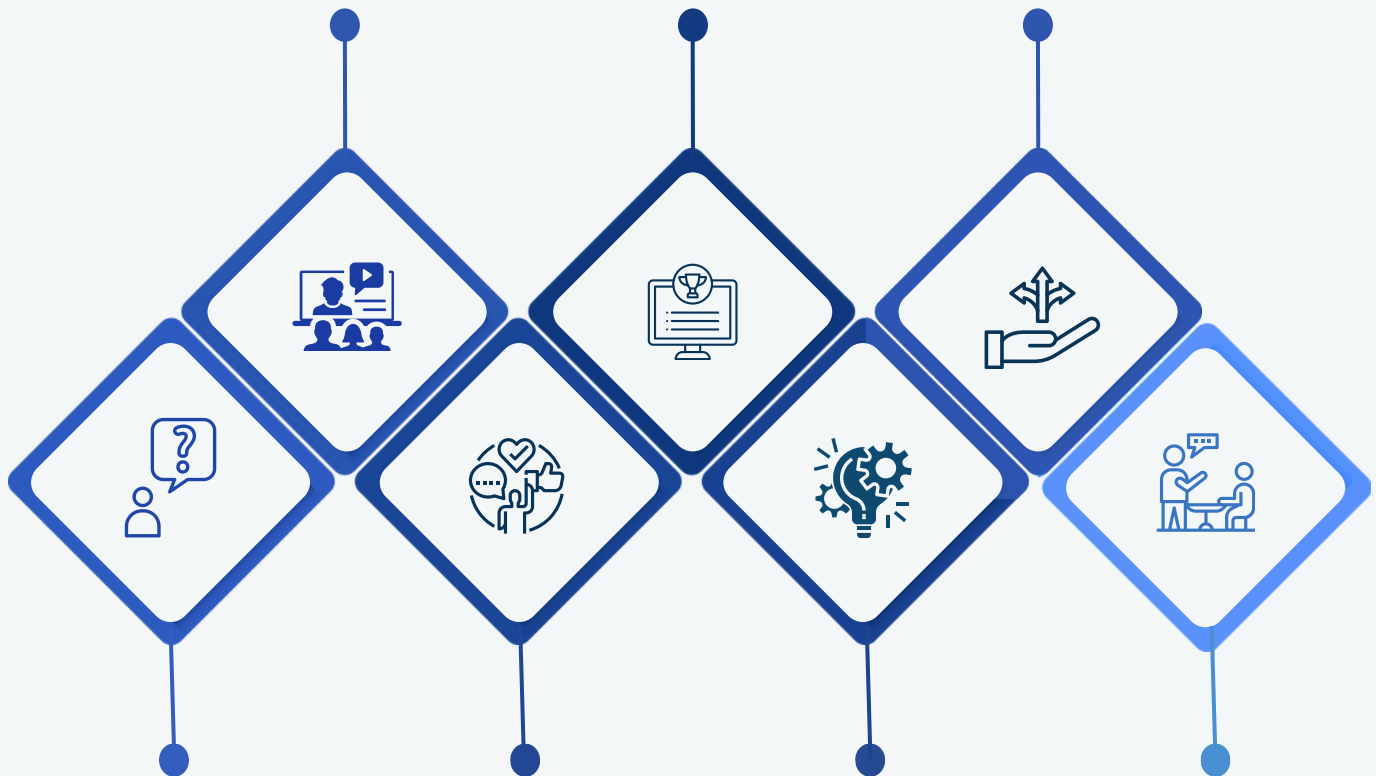


EXCLUSIVE BENEFITS

Monthly Webinars With
Industry Leaders

Hackathons

Project
Presentation Guidance



Live Doubt
Solving Sessions

Weekly Group/
Individual Projects

Corporate
Behavioural Skills

1:1 Mentorship

DEDICATED PLACEMENT SERVICES FOR YOU



**Workshops on
Workplace
Behaviour**



**Attend Mock
Interviews**



**Premium
Job Portal**



**Build A Rocking
Portfolio**

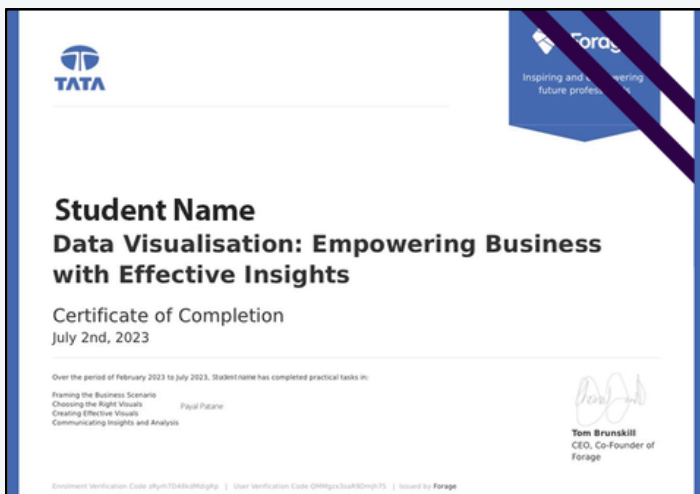


**Communication
And Aptitude
Training**

OUR COURSE/ INTERNSHIP CERTIFICATIONS



4 CAPSTONE PROJECT CERTIFICATIONS





COURSE ADVANTAGES





AVERAGE SALARY

POSITION	AVERAGE SALARY
Business Analyst	INR 273K-1M
Senior Data Analyst	INR 455K-2M
Data Analyst	INR 346K-2M
Data Scientist	INR 609K- 2M

COURSE CURRICULUM

INTRODUCTION TO DATA ANALYTICS

Introduction to Linear Algebra, Matrices Operations, Introduction to Statistics, Measures of central tendencies, Measures of variance, Measures of frequency, What are analytics and data Science?, Business Analytics vs. Data Analytics vs. Data Science, Common Terms in Analytics, Analytics vs. Data warehousing, OLAP, MIS Reporting, Types of data (Structured vs. Unstructured vs. Semi-Structured), Relevance of Analytics in industry and need of the hour, Critical success drivers, Overview of analytics tools & their popularity, Analytics Methodology & problem-solving framework, Stages of Analytics.

1. Introduction To Analytics
2. Types of Analytics
3. Introduction To Business Analytics, Business Intelligence, Marketing Analytics
4. The Analytics Lifecycle
5. Roles And Responsibilities Of An Analyst
6. Path To Data Science

ADVANCED DATA MODELING & AUTOMATION (EXCEL , VBA & STATISTICS)

EXCEL

- Importance of Excel in Analytics
- Basic Excel Functionalities
- Searching and Filtering Data
- Excel Formulas
- Merging Data in Excel
- Data Entry Techniques, Data Validation Rules, Handling Errors and Inconsistencies
- Data Cleaning Tools: Find and Replace, Text to Columns
- Cleaning Data with Text Functions
- VLOOKUP, HLOOKUP, INDEX-MATCH
- Logical Functions (IF, AND, OR, Nested IF
- Statements and Conditional Formatting)
- Statistical Functions (AVERAGEIFS, COUNTIFS, SUMIFS)
- Text Manipulation Functions (CONCATENATE, TEXTJOIN)
- Advanced Excel Functions, Formulas and Features
- Distribution of Data: Histogram, Box Plot
- Pie Chart, Donut Chart
- Stacked Bar Plot, Relative Stacked Bar Plot
- Stacked Area Plot, Scatter Plots
- Bar Plot, Continuous vs. Continuous Plot
- Line Plot
- Combo Charts and Dual Axis Charts
- Conditional Formatting with Charts

EXCEL

- Introduction to Power View and Power Map
- Introduction to Macros and VBA
- Using ChatGPT to Generate Insights and
- Summaries from Excel Data
- AI-powered Excel Add-ins
- Automating tasks using ChatGPT

STATISTICS

- Types of Statistics
- Descriptive & Inferential Statistics
- Types of Data
- Basics of statistics
- Measure of central Tendency
- Mean , Median, Mode
- Measure of Dispersion
- Range, Variance, Standard Deviation
- IQR, Quartiles
- Measure Of relationship
- Covariance, Correlation
- Probability
- Normal Distribution

VBA

- Creating Your First Macro
- Recording a simple Macro in Excel.
- File Types & Saving
- Running Macros: Using the Macro Dialog, Using Shortcut keys
- Navigating the Visual Basic Editor
- VBA Objects & the Object Model
- Excel's VBA Object Model
- Understanding Code: Macro Syntax
- What are Variables?
- Creating Variables
- Setting Variables
- Using the Locals Window
- Using the Immediate Window
- Coding Constructs
- Logic Tests: If Then Else
- Logic Tests: Select Case
- Loops: Basic Looping with Do Loops
- Loops: Looping under Conditions with Do While/Until Loops
- Calling Other Macros
- Creating VBA Message Boxes
- Collecting Feedback from a VBA Msg box
- Collecting Feedback from a VBA Input Box
- Using User Input variables
- Creating automation Project

SCALABLE DATA ENGINEERING (SQL & CLOUD)

SQL

- Database Introduction and Installation
- What is Internal and External Data Sources
- What is Structured vs. Unstructured Data
- What is SQL, NoSQL and its Differences
- Data Modelling concepts (Entity-Relationship Diagrams)
- Data Definition Language (DDL) and Data
- Manipulation Language (DML)
- Data Control Language (DCL) and Transaction Control Language (TCL)
- SQL Constraints and Operators
- Clauses in SQL (Where, Having, Group By, Order By)
- Joins (Inner, Left, Right, Full, Equi, Non-Equi, Self)
- Mathematical Functions
- Conversion Functions
- General Functions
- Conditional Expressions
- Date and Time Functions
- Numeric and String Functions
- Subqueries
- Rank and Window Functions

ENTERPRISE BI & AI-DRIVEN INSIGHTS (POWER BI & TABLEAU)

POWER BI

- Introduction to Power BI
- Installation
- Why Power BI
- Power BI Components
- Power BI vs Tableau vs QlikView
- Introduction of Power BI Desktop
- Installation of Power BI Desktop
- The key features of Power BI workflow
- Process of creating reports in Power BI
- Data sources in Power BI
- Using files (excel, pdf, csv, etc.) as a data source
- Introduction of power query editor
- Shaping data using Power Query Editor
- Transformation of data
- Formatting data
- Understanding of Data types
- Data profiling for data quality check
- Naming conventions & best practices to consider
- Identify and create appropriate keys for joins
- Working with Parameters
- Merge Query
- Append Query
- Group by of data (aggregation of data)
- Applied steps (query settings)
- Duplicate & Reference tables

- Transpose of data
- Fill
- Pivot & Un-pivot of data
- Custom columns
- Conditional columns
- Replace data from the tables
- Split columns values
- Move columns & sorting of data
- Detect data type, count rows & reverse rows
- Promote rows as column headers
- Hierarchies in Power BI
- Advanced transformation and Visualization
- Advance Dax Functions
- SUMX Function (DAX), AVERAGEX(DAX)
- MIIN, MAX FUNCTION (DAX)
- RANK, RANKX FUNCTION (DAX)
- CALENDER FUNCTION(DAX)
- TIME INTELLIGENCE FUNCTIONS (DAX)
- HASONEFILTER Function
- HASONEVALUE Function
- RELATED Function (DAX)
- RELATEDTABLE Function (DAX)
- USERELATIONSHIP Function (DAX)
- VALUES Function (DAX)
- ALL Function (DAX)
- ALL EXCEPT Function (DAX)
- ALL SELECTED Function (DAX)
- IF FUNCTION (DAX)
- IFERROR Function (DAX)
- SWITCH Function (DAX)
- TRUE Function (DAX)

COURSE CURRICULUM

POWER BI

- Deep dive into Power BI data visualization
- Deep dive into Power BI data visualization
- Understanding Power View and Power Map
- Data visualization techniques
- Page layout & Formatting
- Power BI Desktop visualization
- Formatting and customizing visuals
- Visualization interaction
- Custom visualization in Power BI
- Top-down and bottom-up analytics
- Drill down
- Drill through
- Page navigations
- Bookmarks

TABLEAU

- Installation of Tableau
- Connecting to various data source
- Creating Hierarchies
- Bins and joining tables
- Data Blending
- Parameters
- Groupings
- Parameters
- Grouping Example 1
- Grouping Example 2
- Edit Groups
- Set
- Combined Sets
- Creating a First Report
- Data Labels
- Create Folders
- Sorting Data
- Add Totals, Sub Totals and Grand Totals to Report
- Learn Tableau Charts in Detail
- Bar Chart
- Box Plot
- Bubble Chart
- Bump Chart
- Bullet Graph
- Circle Views
- Dual Combination Chart
- Dual Lines Chart
- Funnel Chart
- Traditional Funnel Charts

TABLEAU

- Gantt Chart
- Grouped Bar or Side by Side Bars Chart
- Heatmap
- Highlight Table
- Histogram
- Cumulative Histogram
- Line Chart
- Pie Chart
- Scatter Plot
- Stacked Bar Chart
- Text Label
- Tree Map
- Waterfall Chart
- Dual Axis Reports
- Blended Axis
- Individual Axis
- Add Reference Lines
- Reference Bands
- Reference Distributions
- Basic Maps
- Symbol Map
- Use Google Maps
- Calculated Fields
- Basic Approach to Calculate Rank
- Advanced Approach to Calculate Ra
- Calculating Running Total
- Filters Introduction
- Quick Filters
- Filters on Dimensions

TABLEAU

- Conditional Filters
- Top and Bottom Filters
- Filters on Measures
- Context Filters
- Slicing Filters
- Data Source Filters
- Extract Filters
- Create a Dashboard
- Format Dashboard Layout
- Create a Device Preview of a Dashboard
- Create Filters on Dashboard
- Dashboard Objects
- Create a Story
- Tableau online.
- Overview of Tableau Server.

PREDICTIVE MODELING & ML ENGINEERING (PYTHON)

PYTHON

- Overview of Python
- The Companies using Python
- Different Applications where Python is Used
- Values, Types, Variables
- Operands and Expressions
- Conditional Statements
- Loops
- Command Line Arguments
- What is Data Science?
- What does Data Science involve?
- Era of Data Science
- Business Intelligence vs Data Science
- Life cycle of Data Science
- Tools of Data Science
- Types of Data
- Raw and Processed Data
- Data Wrangling
- Python files I/O Functions
- Strings and related operations
- Tuples and related operations
- Lists and related operations
- Dictionaries and related operations
- Sets and related operations

PYTHON

- Web Scrapping
- Functions
- Function Parameters
- Global Variables
- Variable Scope and Returning Values
- Lambda Functions
- Object Oriented Concepts
- Standard Libraries
- Modules Used in Python
- The Import Statements
- Module Search Path
- Package Installation Ways
- Errors and Exception Handling
- Handling Multiple Exceptions
- Data Analysis
- NumPy – arrays
- Operations on arrays
- Indexing, slicing, and iterating
- Reading and writing arrays on files
- Pandas – data structures & index operations
- Reading and Writing data from Excel/CSV formats into Pandas
- Metadata for imported Datasets
- Matplotlib library

- Seaborne library
- Grids, axes, plots
- Markers, colours, fonts, and styling
- Types of plots – bar graphs, pie charts, histograms Contour plots
- Errors
- handling with try
- handling Multiple Exceptions
- Writing your own Exception
- Basic Functionalities of a data object
- Merging of Data objects
- Concatenation of data objects
- Types of Joins on data objects
- Exploring and analyzing datasets
- Analysing a dataset
- Basic Functionalities of a data object
- Merging of Data objects
- Concatenation of data objects
- Types of Joins on data objects
- Exploring and analysing datasets
- Analysing a dataset
- What is Machine Learning?
- Machine Learning Use-Cases
- Machine Learning Process Flow
- Machine Learning Categories

APPLIED AI & STRATEGY IMPLEMENTATION

AI & GENERATIVE AI FUNDAMENTALS

Understand the foundational concepts of modern AI, including NLP and the rise of Generative AI.

Platforms & Tools

- Generative AI
- NLTK / spaCy

Key Skills

- AI Fundamentals
- AI vs ML
- Natural Language Processing Basics
- Generative AI Overview

STRATEGIC AI APPLICATION

Learn to apply AI tools ethically and effectively, from prompt engineering to analyzing future trends.

Platforms & Tools

- AI Tools

Key Skills

- Prompt Engineering Essentials
- AI Tools in Analytics
- Ethics & Responsible AI
- Future Trends

COURSE TIMINGS

WEEKDAY BATCH
8:00 PM – 10:00 PM IST

Tuesday, Wednesday
and Thursday

WEEKEND BATCH
10:00 AM – 1:00 PM IST

Saturday and
Sunday

DATA ANALYTICS PROGRAM FEE

MASTER PROGRAM

- ✓ Lifetime LMS Access
- ✓ Master Certification from IIM SKILLS
- ✓ 1 Year Unlimited Interviews Access
- ✓ Placement Portal Access
- ✓ Group Mentorship
- ✓ Weekly Group Doubt Solving
- ✓ LinkedIn Profile Optimization
- ✓ Mock Interview Preparation
- ✓ Virtual Internship
- ✓ Access to Interview Prep Training
- ✓ Global Placement Support
- ✓ Hackathons
- ✓ WhatsApp Group
- ✓ Social Media Training For Personal Branding
- ✗ 50% Fee Refund If Not Placed

INR 49,900 + 18% GST

ENROL NOW

JOB GUARANTEE PG PROGRAM

- ✓ Lifetime LMS Access
- ✓ PG Certification from Lisburn University
- ✓ 100% Placement Guarantee
- ✓ Placement Portal Access
- ✓ 1:1 Mentorship
- ✓ Weekly Group Doubt Solving
- ✓ LinkedIn Profile Optimization
- ✓ Mock Interview Preparation
- ✓ Virtual Internship
- ✓ Access to Interview Prep Training
- ✓ Global Placement Guarantee
- ✓ Hackathons
- ✓ WhatsApp Group
- ✓ Social Media Training For Personal Branding
- ✓ 50% Fee Refund If Not Placed*

INR 1,49,900 + 18% GST

ENROL NOW

Virtual internships are part of IIM SKILLS' in-house, non-paid internship programs. Paid internships are offered through partner firms, subject to interview clearance. The stipend may vary depending on the company.

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HB Twin Tower, Netaji Subhash Place,
Pitam Pura, Delhi-110034

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First Floor A-1, Near Sector-16, Block A, Noida
Sector 3, Noida, Uttar Pradesh-201301