Prof. Name: Dr. Subhajit Pahari

Duration: 20 sessions (90 mins each)

Lecture Schedule: Tuesday/ Friday

Timings: 5.30-7.00 pm

Fees: Rs 2500

Course Objective: The Certificate program in Business Analytics guides you through the use of methodologies such as data mining, predictive analytics, and statistical analysis in order to analyse and transform data into useful information, identify and anticipate trends and outcomes, and ultimately make smarter, data-driven business decisions.

Career Opportunity:

The global Business Analytics Market is expected to grow from USD 67.92 billion in 2019 to USD 103.65 billion by 2025, at a CAGR of 7.3%.(source: mordorintelligence.com). Linkedin ranks Business Analysis as one of the top 10 skills companies need most in 2022. After learning these skills, you can join the company as Data analyst, HR analyst, Market research analyst etc.

Program Content: Softwares to be used: MS Excel, Power BI, SPSS

Module	Topics
Module-I	Introduction
Module – II	Use Excel Data Tools
Module – III	Using pivot tables to summarise and derive information
Module – IV	Excel's Lookup Functions
Module – V	Making Business Dashboards
Module – VI	Using SPSS and Hypothesis Development
Module – VII	Parametric Test using Different tools
Module – VIII	Non-Parametric using Different Tools

Module – IX	Predictive ML models, simple and multiple linear regression

Examination

Topic-wise practical Assignments, Final MCQ exam, and VIVA after course completion.

About the Faculty

Dr. Subhajit Pahari

Dr. Subhajit Pahari is presently serving as an Assistant Professor in the Dept. of Management, Symbiosis International University, Nagpur, Maharashtra and guiding three Ph.D. research scholars. He has been awarded a Ph.D. degree in Management by Vidyasagar University. Dr. Pahari is a prolific researcher with six years of teaching experience. He has contributed fifteen research papers in different interdisciplinary areas of management in different Conferences. He has developed and mentored value-added courses on HR Analytics and Business Analytics in different Universities.