DataMatics Solutions

Certificate Course

In

Business Analytics for Finance and Marketing
(A Data-Driven Approach)

Resource Person: Dr. Arunkumar Dubey

Designation: Chief Research Analyst, DataMatics Solutions

Duration: 10 Modules (90 minutes each)

Lecture Schedule: Wednesday and Saturday

Timings: 6:30 pm to 8:00 pm

Software: R and R Studio, IBM-SPSS and Excel

Fees: 2,500/- Rupees

Course objective

Business Analytics involves using data and statistical methods to gain insights and make informed business decisions. This course will cover the fundamental concepts, techniques, and tools used in business analytics, including data collection, data preprocessing, statistical analysis, and data visualization.

Career opportunities

Business analytics opens doors to a diverse range of career opportunities across various industries. The combination of business strategy and analytical expertise makes graduates well-equipped to handle roles that require data-driven decision-making and strategic insights. These roles offer pathways to impactful and rewarding careers, with opportunities for advancement into leadership positions. Here are some of the career opportunities available to individuals' possessing proficiency in business analytics.

- ❖ Business Analyst
- ❖ Data Scientist
- ❖ Data Analyst
- ❖ Business Intelligence Analyst
- ❖ Marketing Analyst
- ❖ Operation Analyst
- ❖ Financial Analyst
- ❖ Consultant
- ❖ Risk Analyst etc.

Learning Objectives

By the end of this course, students will be able to:

1. Understand the role and importance of business analytics in decision-making.

2. Collect, clean, and preprocess data for analysis.

3. Apply statistical methods to analyse business data.

4. Use data visualization techniques to present findings effectively.

5. Develop predictive models to support business decisions.

6. Use business analytics software and tools proficiently.

Program content

Module	Topics
Module - I	Introduction to Business Analytics – Finance and Marketing
Module - II	Statistical Software: R and R Studio, IBM-SPSS, Excel
Module - III	Data Collection & Management in Finance and Marketing
Module - IV	Statistical analysis – Descriptive Statistics
Module - V	Statistical analysis – Inferential Statistics (Parametric tests)
Module - VI	Statistical analysis – Inferential Statistics (Non- parametric tests)
Module - VII	Predictive Analysis – Regressions (Simple & Multiple Regression)
Module - IX	Data Visualization – Histogram, Bar plot, Pie Diagram, Scatter plot
Module - X	Statistical Reporting

About the Instructor

Dr. Arunkumar Dubey

Dr. Arunkumar Dubey, known as Arun, is a prominent figure in the field of management education, with a specialization in organizational behavior issues within the healthcare sector. His extensive experience spans over 15 years, during which he has contributed significantly to both academia and industry. Holding a doctorate degree in management from Pondicherry Central University, Arun currently serves as the Chief Research Analyst at DataMatics Solutions.

A prolific researcher, Arun has several publications to his credit in esteemed journals, demonstrating his expertise and thought leadership in his field. Moreover, he has showcased his research findings in numerous prestigious conferences, enhancing the discourse on organizational behavior in healthcare. Beyond his scholarly pursuits, Arun is actively involved in knowledge dissemination and capacity building. He has served as a resource person in various workshops and faculty development programs across renowned institutes in India. His contributions have been recognized by institutions such as Bhavan's Institute of Management Studies in Kolkata, Darbar College in Karnataka, IPREMS in Orissa, Institute of Computer Science & Technology in Varanasi, Andrews College, and S K Somaiya College of Arts, Science, and Commerce in Mumbai.

A highlight of Arun's professional engagements includes his role as a resource person at the INDAM Pre-Conference workshop on PLS-SEM in R, organized at IIM Rohtak in 2022. This underscores his expertise in research methodologies and his proficiency in utilizing advanced statistical tools like R for data analysis. Furthermore, Arun's impact extends beyond academia, as evidenced by his session for employees at EMIDS, a prominent software company based in Bangalore. His passion for R programming is contagious, as he continues to inspire research scholars and faculty members to leverage this powerful tool for their research endeavours and doctoral theses.

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