



Course: Business Analytics

Duration: 60 Hrs (Changeable) | Fees: Individual / Batch

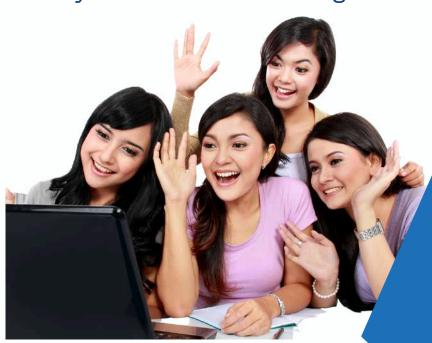
Since 2007, Nestsoft TechnoMaster has been providing training, internships, and services in IT technologies, both online and offline, with the expertise of over 250 industry experts. We have delivered internships, training, and seminars to more than 50,000 students, resulting in numerous success stories. We offer 100% placement support through JobsNEAR.in

Our Courses/Internship

- Python/Django Fullstack
- Artificial Intelligence
- Machine Learning
- Data Science
- Software Testing (All)
- Wordpress, Woocommerce
- Digital Marketing, SEO
- Php/MySQL, Laravel
- Flutter, Android, IOS
- Asp.net MVC
- Web Design, Javascript
- Angular JS, React JS
- CCNA, MCSA, CCNP
- AWS, GCP, Azure
- Odoo, SalesForce, Sap
- Microsoft Excel
- Ethical Hacking



Syllabus on the Next Page ..



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****** +91 9895490866

****** +91 8301010866



ioin@nestsoft.com







Business Analytics Course Syllabus (60 Hours)

Mode: Live Online / Offline

Level:

* Beginner to Intermediate

Certification: Yes

Placement Assistance: Included

Module 1: Introduction to Business Analytics (3 Hours)

- * What is Business Analytics?
- * Importance of data-driven decision making
- * Types of analytics: Descriptive,
- * Predictive, Prescriptive
- * Analytics in different business functions
- * (HR, Marketing, Finance)

Module 2: Statistics and

Data Interpretation (6 Hours)

- * Basic statistics: mean, median, mode,
- * range, standard deviation
- * Probability concepts
- * Data distribution and sampling
- * Hypothesis testing
- * Use of Excel/SPSS for basic statistics

Module 3: Excel for Business Analytics (6 Hours)

* Advanced Excel functions: VLOOKUP.

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- ***** HLOOKUP, INDEX-MATCH
- * PivotTables, PivotCharts
- * Conditional formatting, What-If analysis
- * Excel Dashboards for data visualization

Module 4: SQL for Data Extraction (6 Hours)

- * Introduction to relational databases
- Writing queries: SELECT, WHERE, GROUP BY, JOIN
- * Aggregation and filtering data
- * Real-time data extraction exercises

Module 5: Data Visualization (6 Hours)

- * Importance of visualization in analytics
- * Introduction to Tableau / Power BI
- * Charts, filters, dashboards
- * Visual storytelling with data

Module 6: Predictive Analytics & Forecasting (9 Hours)

- * Linear regression
- * Logistic regression
- * Time series forecasting
- * Model evaluation techniques (RÂ2, RMSE)
- * Use of tools: Excel, Python (optional introduction)

Module 7: Business Intelligence Concepts (5 Hours)

* ETL process overview

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- * BI systems in enterprises
- * KPIs & performance metrics
- * Case studies from domains: retail, finance, healthcare

Module 8: Real-Time Projects & Capstone (10 Hours)

- * Project planning & requirement gathering
- Work on real datasets
- Build a dashboard/report
- * Present findings to a panel
- * Individual or group project submission

Module 9: Career Preparation & Certification (3 Hours)

- * Resume building with analytics skills
- * Mock interview & Q&A
- * Job roles in business analytics
- * Final test & certification issue

Tools Covered

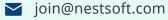
- * Microsoft Excel (Advanced)
- * SQL (MySQL/PostgreSQL)
- * Tableau / Power BI
- * Optional: Basics of Python for analytics

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(Click on Course for more details)

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- Thank You -

N.B:This syllabus is not final and can be customized as per requirements / updates.

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