



EDUFYI TECH SOLUTIONS

BUSINESS ANALYTICS

PROGRAM TYPE

PROFESSIONAL



Our Alumni work at



WHO ARE WE?

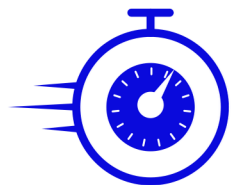
At **Edufyi Tech Solutions**, we are dedicated to transforming the educational journey for college students by offering cutting-edge virtual internships and comprehensive training programs. Our approach combines industry mentorship with practical experience, providing each student with six real-time and capstone projects per course or domain. These projects are designed to equip students with the skills and experience needed to secure their dream jobs upon graduation



WHY CHOOSE US?



Our unique features are:



Choose
your Speed,
Master the Skills



Industry
Project
Playground



Resume
Building & Aptitude
Grooming



Learn from Industry
Mentors from MNCs
& Startup Founders



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Adobe, etc



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Anywhere!!



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industry experts
via live sessions



Access
to our
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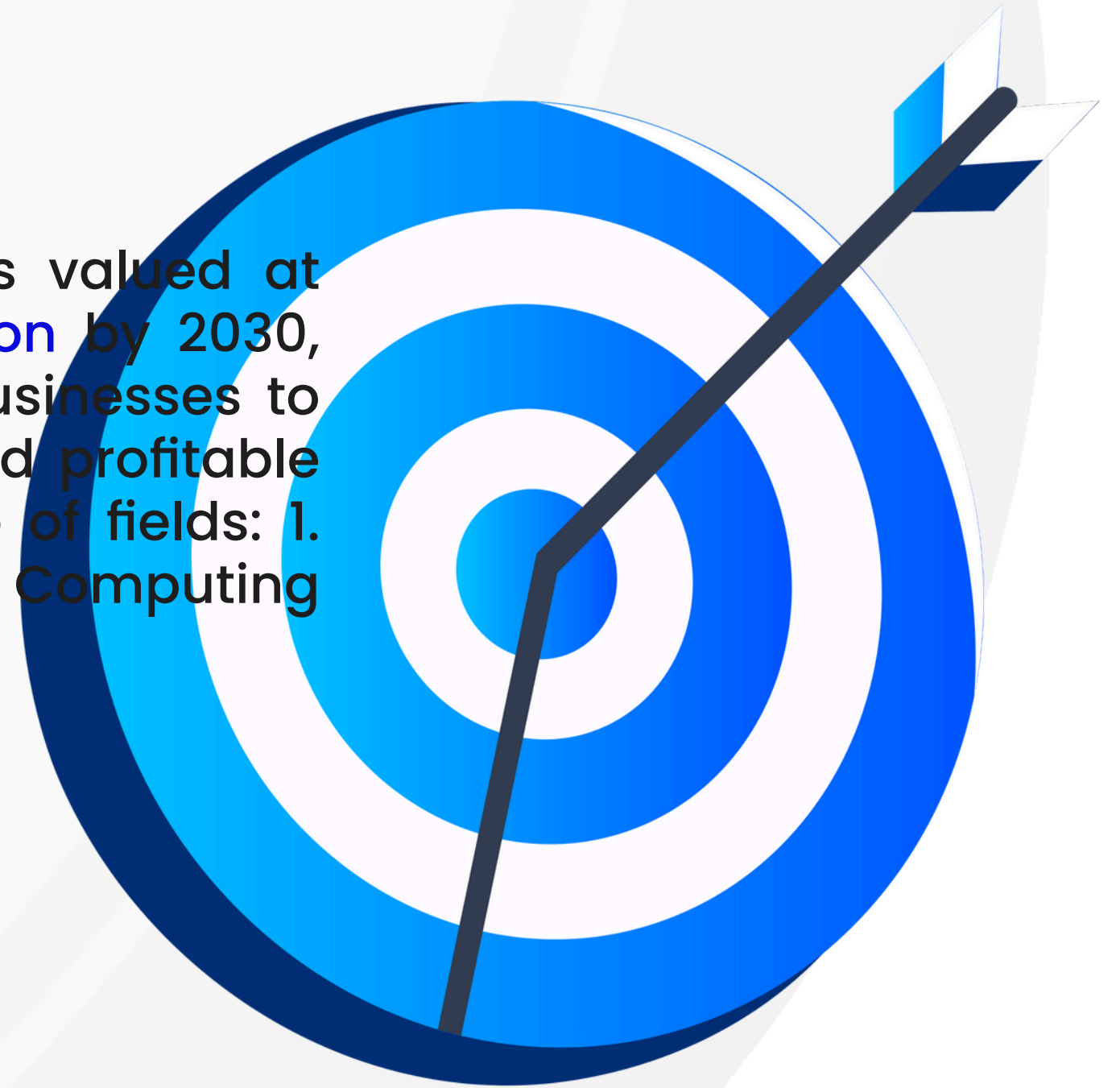
WHAT IS BUSINESS ANALYTICS?

Business Analytics is the process by which businesses use statistical methods and technologies for analyzing historical data in order to gain new insight and improve strategic decision-making. It refers to the use of methodologies such as data mining, predictive analytics, and statistical analysis in order to analyze and transform data into useful information, identify and anticipate trends and outcomes, and ultimately make smarter, data-driven business decisions.



SCOPE OF BUSINESS ANALYTICS

The global big data and Business Analytics market size was valued at **\$198.08 billion** in 2020, and is projected to reach **\$684.12 billion** by 2030, growing at a CAGR of 23.5% from 2021 to 2030. From small businesses to MNCs, business analytics plays a vital role and the end-to-end profitable functioning. Business Analytics has its scope in a wide range of fields: 1. Automation 2. Big Data Analytics 3. Artificial Intelligence 4. Cloud Computing 5. IoT, etc.



CAREER OPPORTUNITIES



- Market Research Analyst
- Business/Analytics translator
- Data Analyst
- Application Architect
- Category Manager
- Analyst – Business Intelligence



HOW CAN YOU START YOUR JOURNEY IN BUSINESS ANALYTICS?

Enroll in our specialized program, learn from industry experts, get guaranteed internships, job opportunities and work on [6 Advance Industry](#) based projects. Edufyi in collaboration with IITs and partnered companies brings you an opportunity to excel in Business Analytics. This specialization helps you to explore an organization's data, with an emphasis on statistical analysis for decision-making. Learn Business Analytics, problem-solving skills with real-world projects and applications.



SPECIALISED PROGRAM CURRICULUM

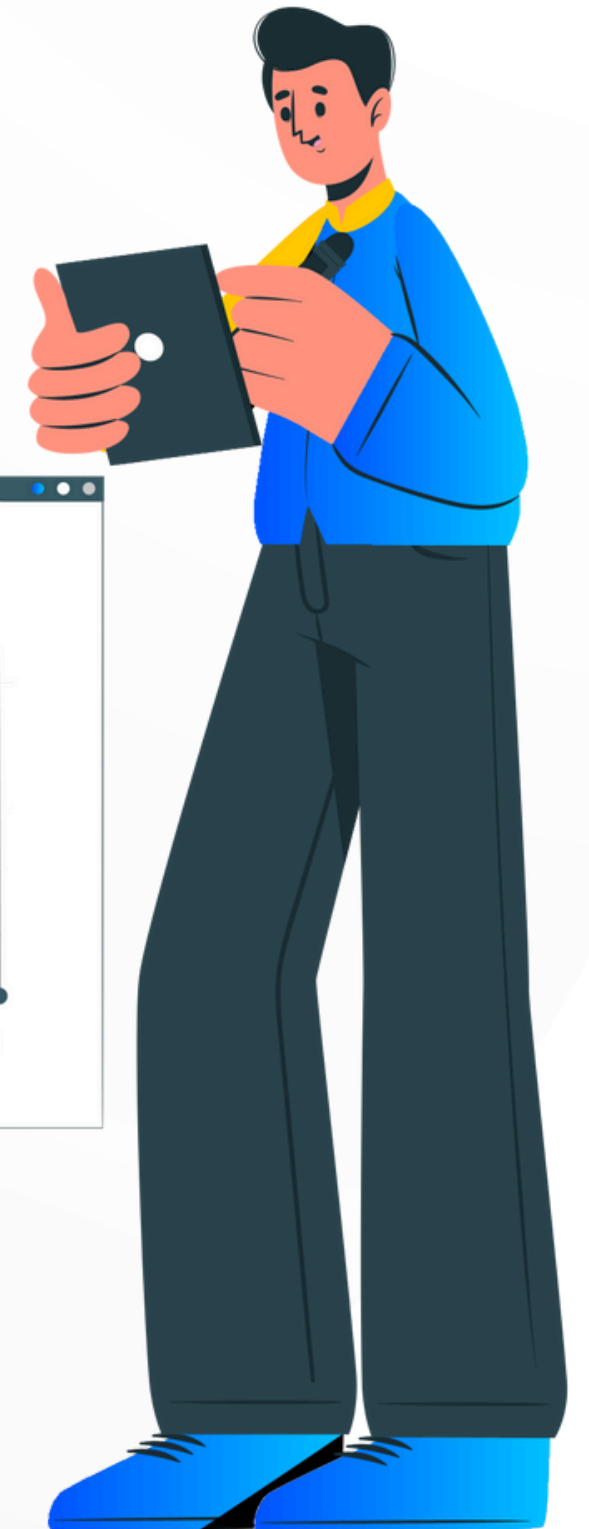
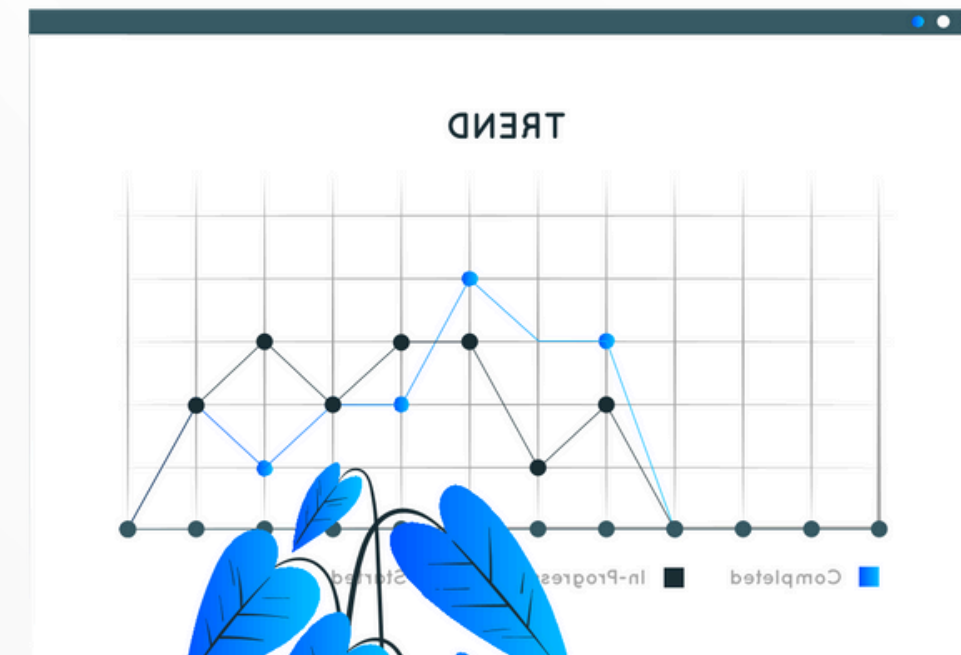
INDUSTRIAL TRAINING

● Session 1

- Introduction to Business Analytics
- Business Analytics in real life

● Session 2

- Analysis vs Analytics
- Data Science vs Data Engineering vs Business Analytics



● Session 3

- Traditional Data vs Big Data
- Traditional Data
- Techniques for Traditional Data
- Big Data
- Techniques for Big Data
- 3Vs – Volume, Variety & Velocity
- Real Life Use Cases

Session 4

- Business Intelligence
- What is Business Intelligence
- Uses of Business Intelligence in real world

● Session 5

- AI, Machine Learning and Deep Learning
- What is AI
- What is Machine Learning
- What is Deep Learning

● Session 6

- Data Warehousing vs Data Mining
- What is Data Warehousing
- What is Data Mining



● Session 7

- Career Path of Business Analyst
- Business Analytics Growth Market
- Career path for a Business Analyst
- Characteristics of effective Business Analyst

● Session 8

- Skills and Tools, Roles and Responsibilities for Business Analyst
- Process flow for a Business Analysis
- Business Analyst – Roles and Responsibilities

● Session 9

- Introduction to Business Analytics With Excel
- Topics to be covered

● Session 10

- Business Problem
- Case Study: Airlines Flight Delays and Cancellation
- Identifying Business Problems

Session 11

- Formatting
- Introduction to Excel
- Introduction to Formatting in Excel
-



● Session 12

- Filtering
- Types of Filter
- Applying Filter in Excel

● Session 13

- Sorting
- What is Sorting
- Applying Sorting in Excel

● Session 14

- Conditional Formatting
- What is Conditional Formatting
- Applying Conditional Formatting in Excel

● Session 15

- Formulas
- Applying Formulas in Excel
- Types of Formulas in Excel

● Session 16

- Cell References
- Usage of Cell Reference in Excel

● Session 17

- Advanced Functions VLOOKUP
- Types of Advanced Functions
- Introduction to VLOOKUP
- Syntax for VLOOKUP function
- Applying VLOOKUP in Excel

Session 18

Advanced Functions COUNTIF

Syntax for COUNTIF function

Applying COUNTIF in Excel

Session 19

Pivot Tables

Components of a Pivot table

Steps to create a Pivot table

Session 20

Pivot Charts

Steps to create a Pivot Chart

Session 21

Data Dashboarding

Usage of Data Dashboards

Types of Dashboard

Steps to create a Data Dashboard in Excel

Session 22

Macros in Analytics

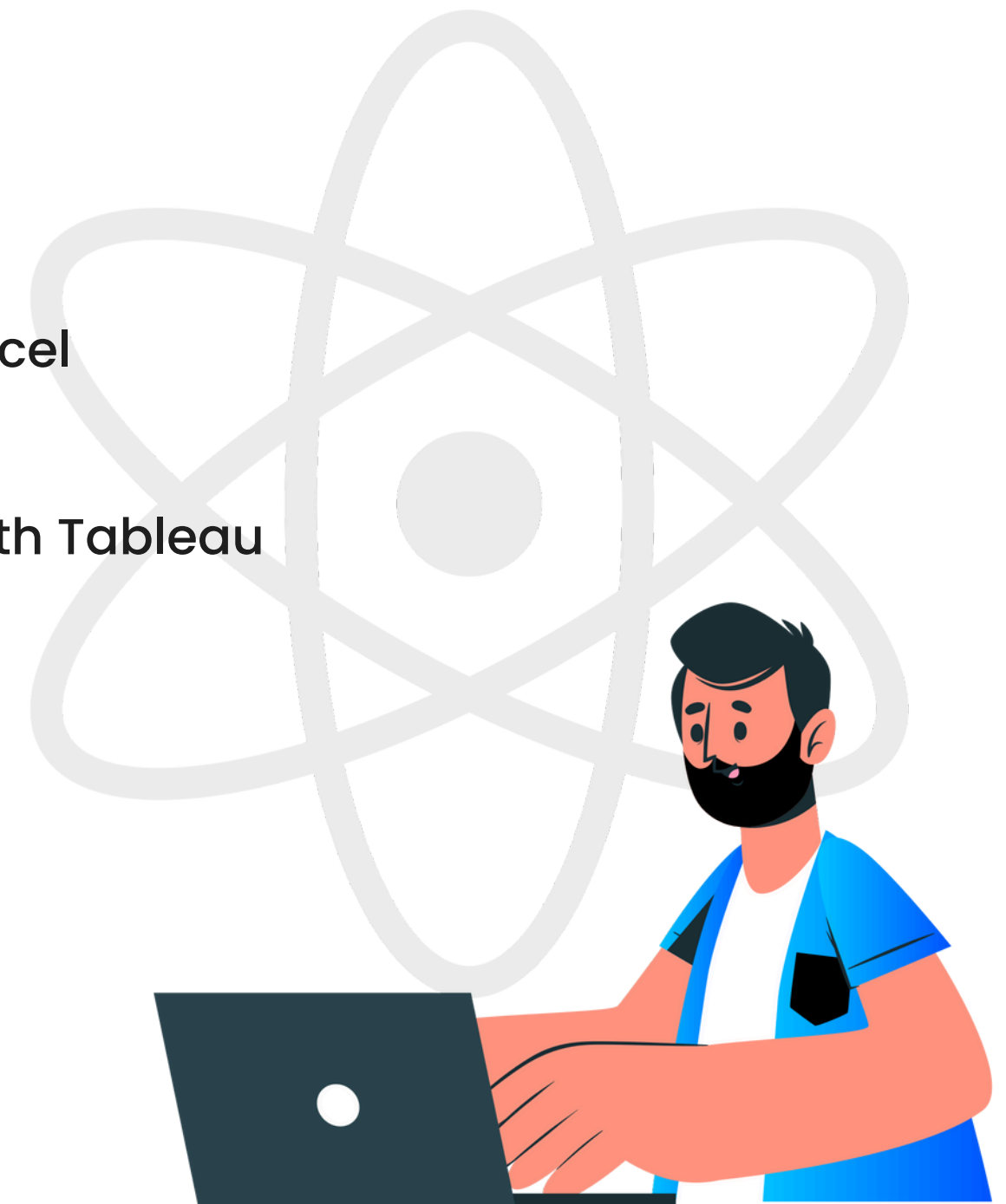
What is Macros

Applying Macros in Excel

Session 23

Business Analytics With Tableau

Topics to be covered



● Session 24

- Business Problem Basic Definition and Terminologies, Getting Started with Tableau
- Business Problem Case Study
- Basic Definition & Terminologies
- Getting Started with Tableau

● Session 25

- Data Loading, Data Connection, Tableau Workspace
- Getting Started with Tableau
- Data Loading in Tableau
- Types of Data Connection
- Features of Tableau Workspace

● Session 26

- Calculated Fields, Chart 1 Profitability across regions
- Calculated Fields in Tableau
- Creating a Calculated Field on Tableau

● Session 27

- Marks in Tableau
- Types of Marks in Tableau
- Working of Marks in Tableau

● Session 28

- Filters in Tableau
- Types of Filters in Tableau
- Steps to Create Region Filter
- Formatting in Tableau

● Session 29

- Parameters in Tableau, Chart 2 Sales/Profit across Segment/Categories
- Sales and Profit Trend by Segment and Product Categories
- Parameters in Tableau
- Creating Paramaters for the Chart

● Session 30

- Chart 3 Customer Analysis
- Customer Analysis
- Creating a Cusotmer Analysis Dashboard in Tableau

● Session 31

- Sorting
- Steps to Sort items in a table/Chart
- Table Calculations

● Session 32

- Chart 4 Sales Performance across Targets, Data Blending
- Dashboard – Performance Analysis against the Sales Target
- Data Blending
- Steps to do Data Blending
- Overview of Tableau



QUIZ

ADVANCE INTERNSHIP PROJECTS

Project 1

Project 4

Project 2

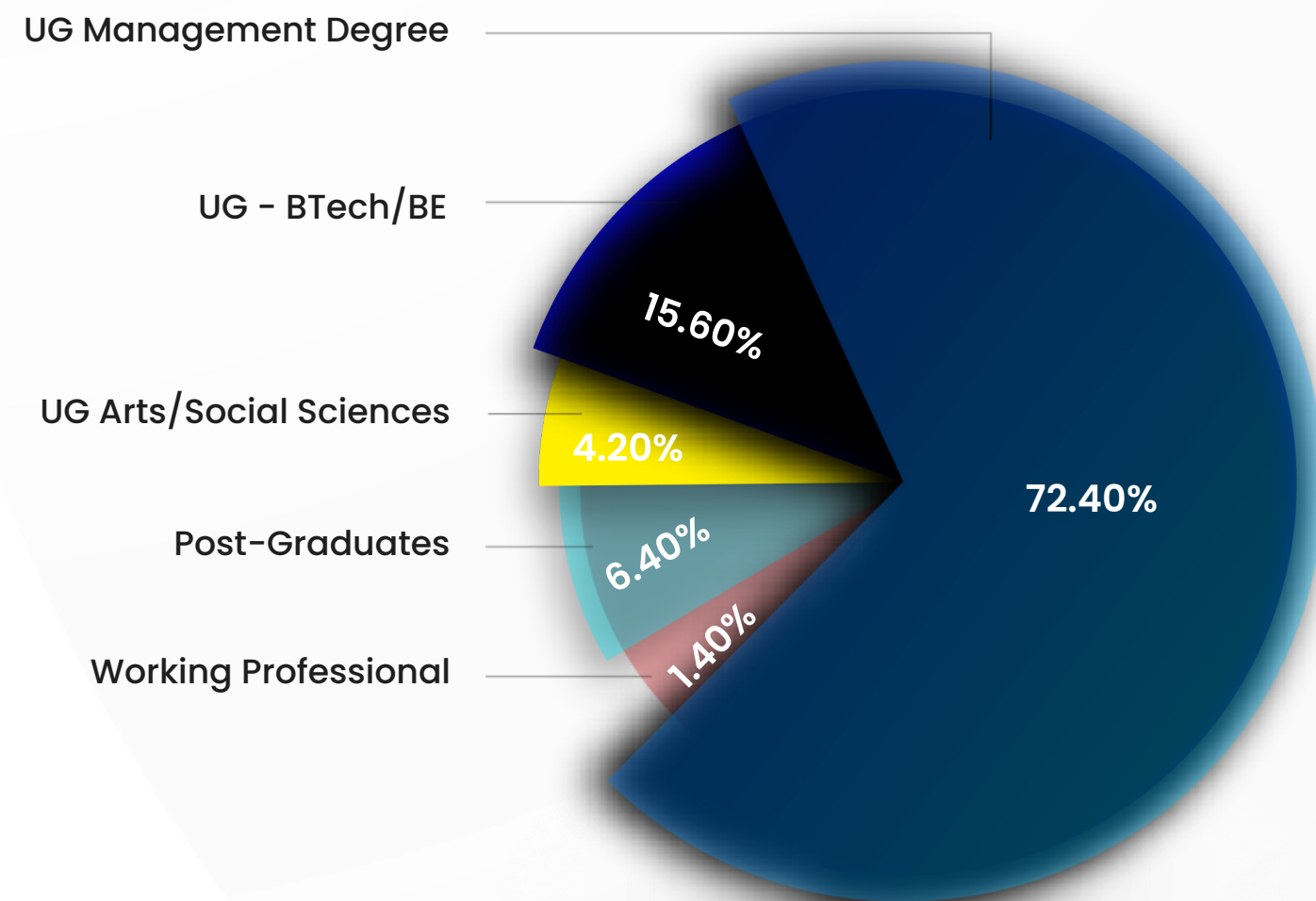
Project 5

Project 3

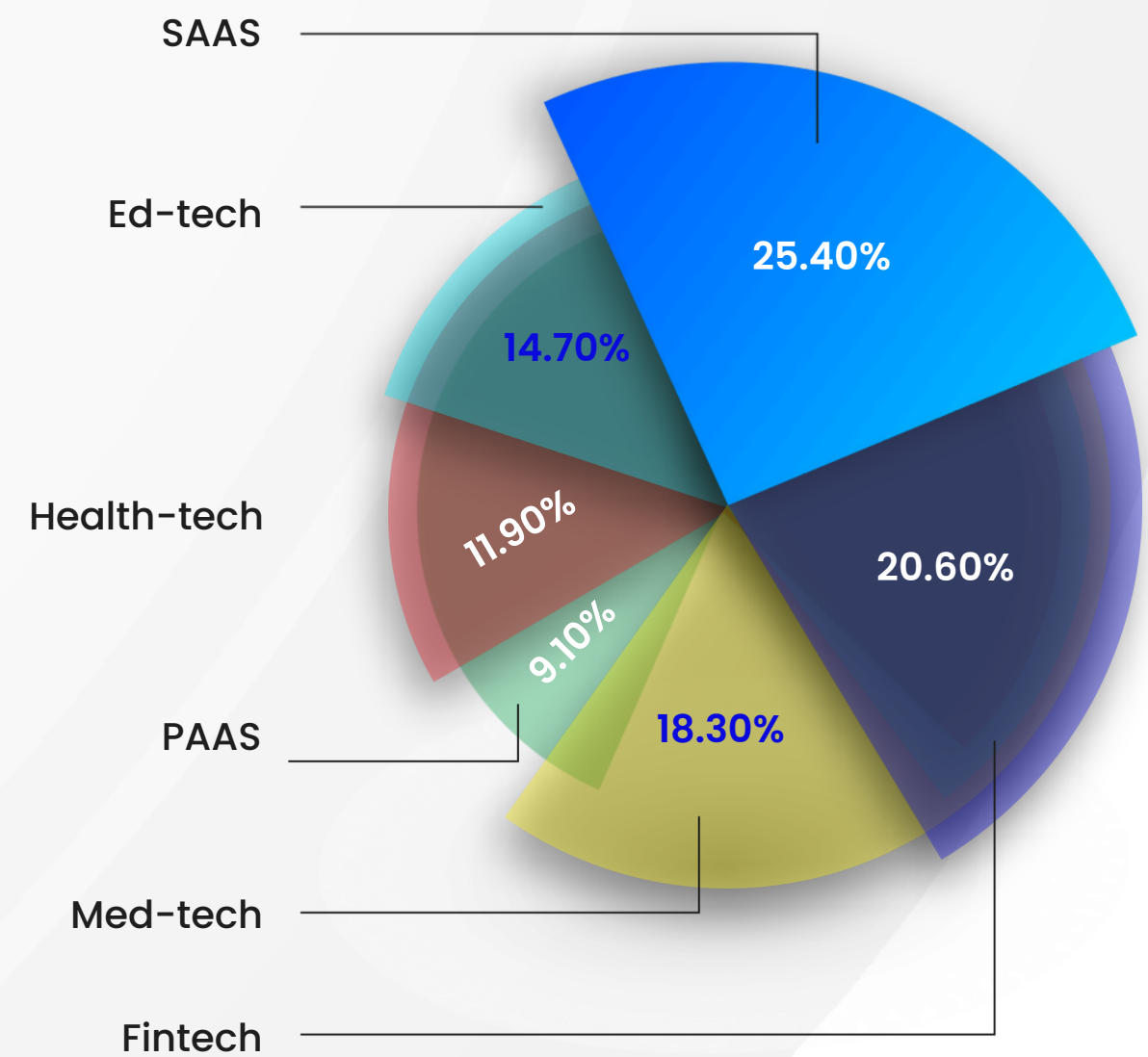
Project 6



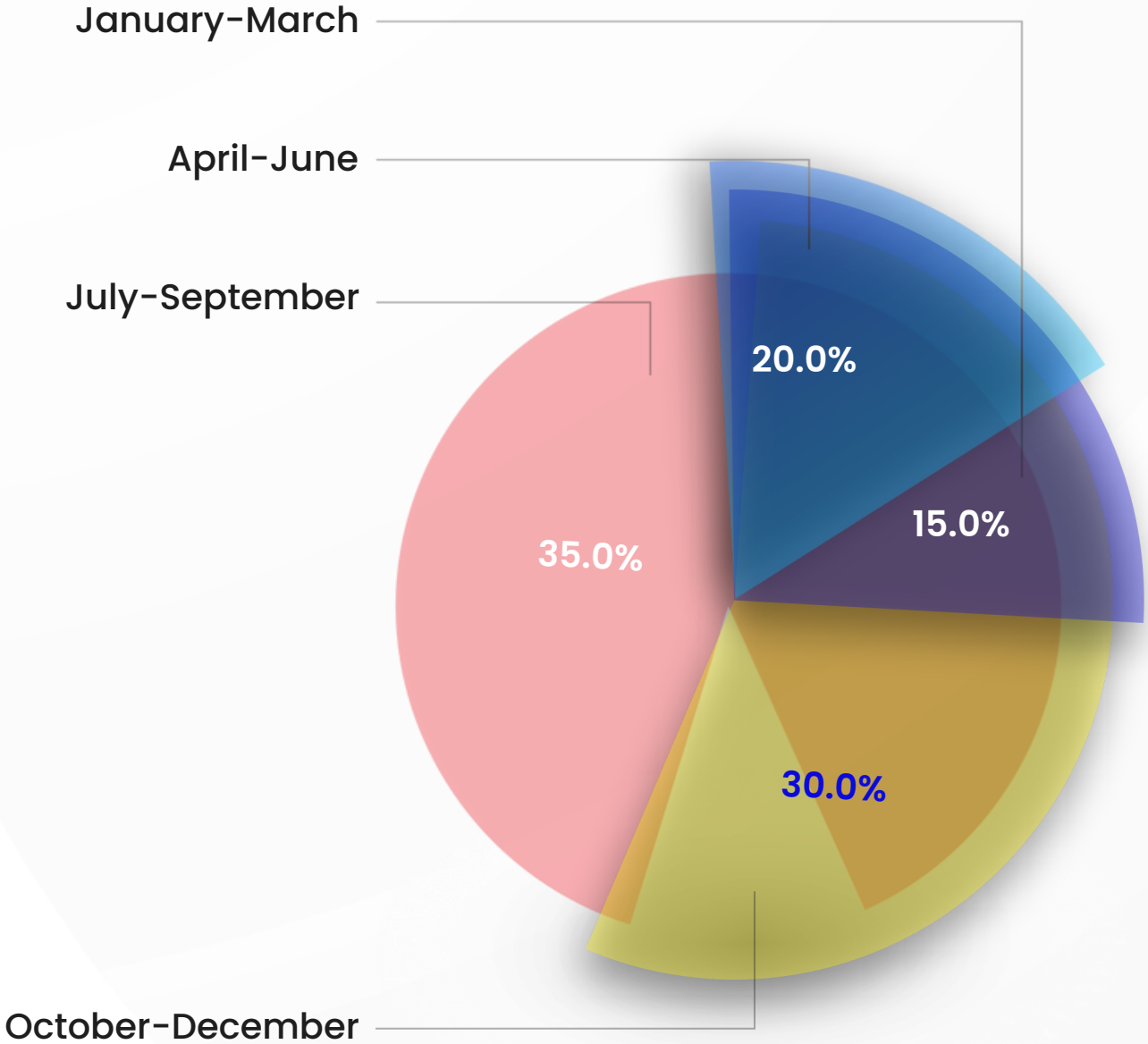
LEARNER'S BACKGROUND



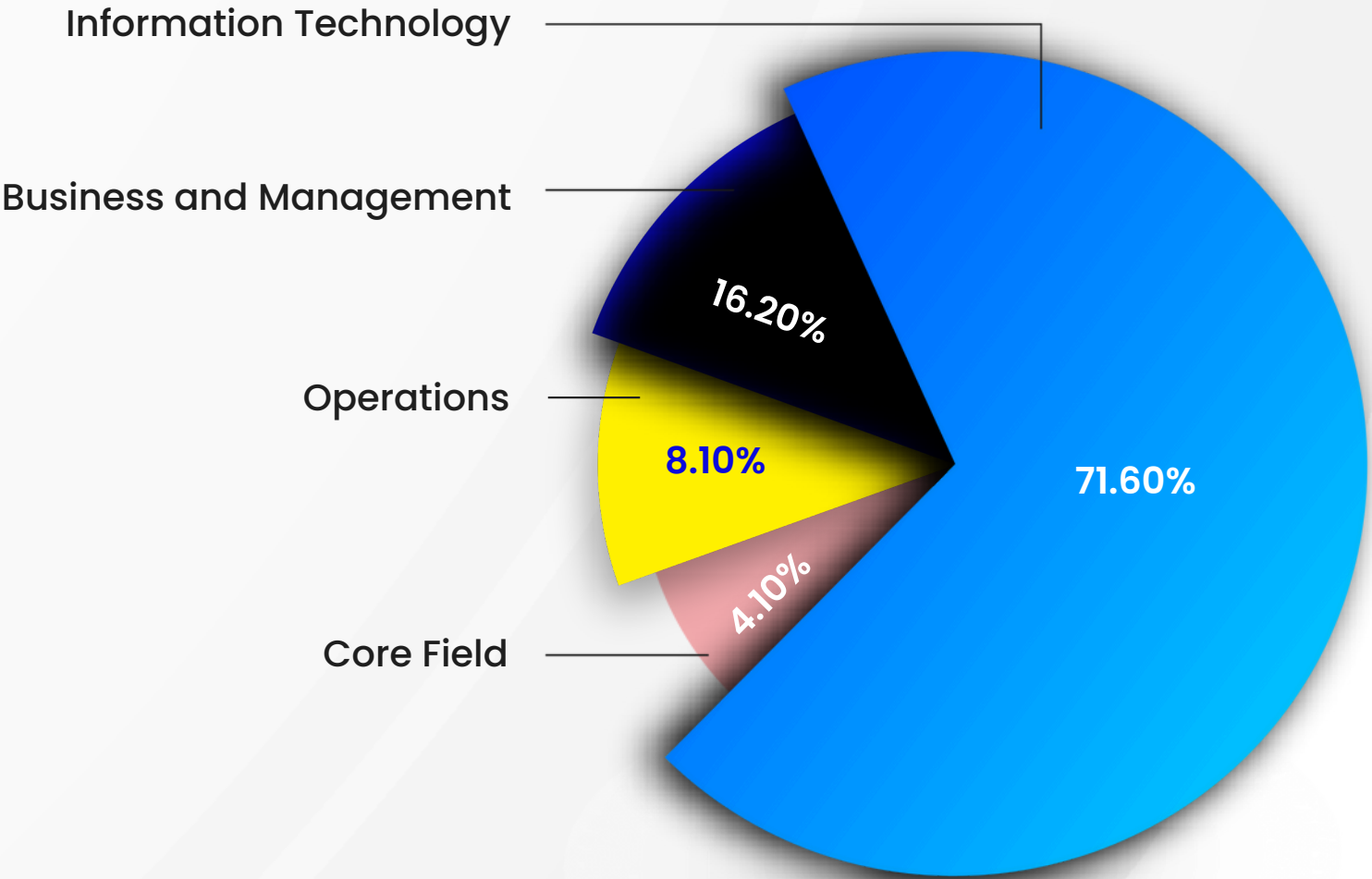
PLACEMENTS RATIO OFFERED AS PER INDUSTRY



QUATERLY PLACEMENT ANALYSIS REPORT



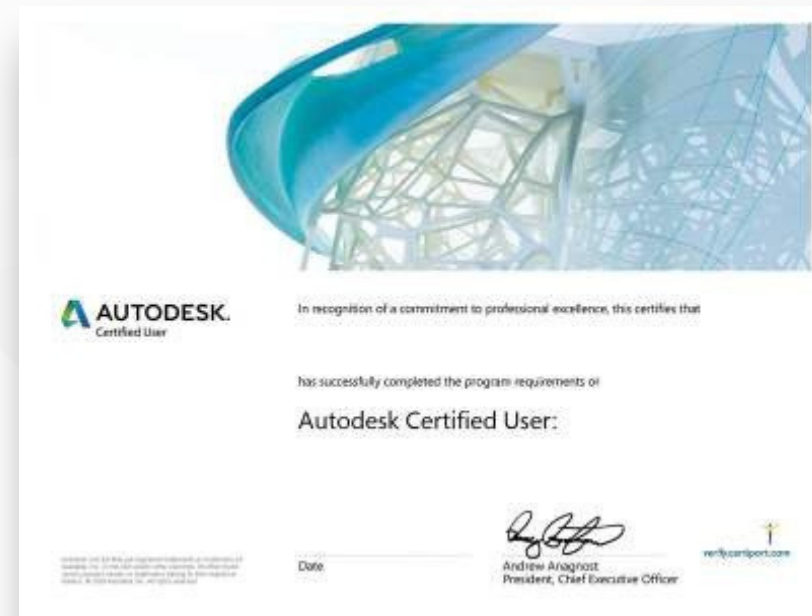
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PROFESSIONAL MNC CERTIFICATIONS



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