



BUSINESS ANALYTICS

Certification Training



**Our aim is simple:
We strive to create
high-impact, on-campus
hands-on experiences that
prepare students for
meaningful and productive
careers.**

Business Analytics!

The certified Business Analytics Course has been developed by Meritphase in collaboration with tech giant.

The demand for business analysts has grown many fold over the last few years. This has created huge opportunities for people from non-programming backgrounds.



Eligibility:

Mandatory: Bachelor's Degree (in any field) with a 50% aggregate score at Graduation.





Why Business Analytics Course With Meritphase ?

Companies across the globe have taken the approach of analysing tons of data that they generate as a part of their business. The analysis helps these companies obtain valuable insights that take the profitability to great heights.

Being one of the pioneers of upskilling learners in the Data Analytics field, Meritphase has come up with a curriculum that matches the market requirement with great precision.

Alongside the curriculum, Meritphase is known for its quality service.

There is a dedicated assignments team, that helps students solve their queries.

PROGRAM CURRICULUM

❖ **Business Statistics**

1. Descriptive Statistics
2. Inferential Statistics
3. Data cleaning and Insights

❖ **Advanced Excel**

1. Introduction to Excel: Quantum of Excel and Basics
2. Introduction to Functions: Commonly used Excel Functions
3. Anchoring data: Referencing, Named ranges and its uses

❖ **Advanced Excel**

1. Data Handling:Data cleaning,Data type identification,Data restrictions
2. Data Handling:Formatting and Filtering
3. Data Summarization:Advanced functions,Charts
4. Data Summarization:Pivots,Preparing the Dashboard

1. Power query,power pivot
2. Power query,power pivot,Use case discussion:Data Preparation,Project Summarization
3. Intro to Automation:Macros(Recorded /VBA)
4. Basic VBA

❖ Basic MySQL

1. Introduction to Databases, Software Installation
2. Types of SQL Commands; Data Types in SQL
3. Operators in SQL
4. Indexing, Sequence Objects.

❖ Basics Of R

1. "Introduction to R, Installation of Rstudio, Data Types in R
2. Decision making statements, Loops, Functions
3. Built in Functions in R, Joins, dplyr and ggplot2

❖ Basics Of Python

1. Anaconda Installation, Introduction to python, Data types, Operators
2. Data types Cont'd, Slicing the data, Inbuilt functions in python
3. Sets, Set Theory, Regular Expressions, Decision making statements

Regression - Descriptive and Predictive Analytics

1. Motivating example
2. Linear regression
3. Evaluating the model
4. Interaction effects

Logit Model - Classification Analysis

1. Motivating example
2. Logistic regression
3. Multinomial logit model

Factor Analysis and Business Analytics Applications

1. Motivating example
2. Conceptual preliminaries
3. Factorising data
4. Factor Analysis: more examples

Blended Training Model

To master the concepts of Business Analytics blended model of learning is required. In this model participants avail themselves live online and e-learning (recorded session) with a single enrollment.

A combination of these 2 will produce a synergistic impact on the learning





**Post training support
for 1 months**

Global Presence





Tailored Course Curriculum

Meritphase Business Analytics curriculum has been meticulously design from basics to advance topics to ensure that even fresher to Business Analytics can master the course easily. We tailored the course content periodically according to the changing needs of the industry.

A smiling man with a beard, wearing a dark suit and white shirt, is pointing with his right hand towards a whiteboard. The whiteboard features a line graph with four yellow circular data points connected by a yellow line, which ends in an upward-pointing arrow. The background is a bright, slightly blurred office setting.

Thanks!

Does anyone have any questions?

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