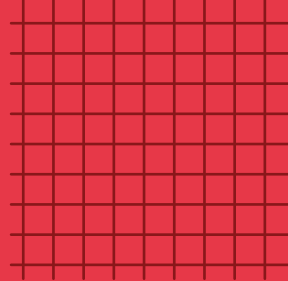


Certification Program in

BUSINESS ANALYTICS

Course duration: 5 months





About Us

upGrad campus is a **video learning platform for online education**, with certificate courses specially curated for college goers and young adults. As an affiliate of upGrad, India's largest online higher education company, Campus's goal is to make every graduate job ready, with professional skills and practical know-how for sought-after fields of work.

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

Ronnie Screwvala

Co-founder & Executive
Chairman, UpGrad



Business Analytics is transforming companies across all industries

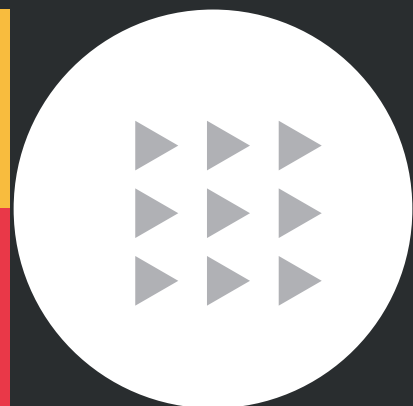
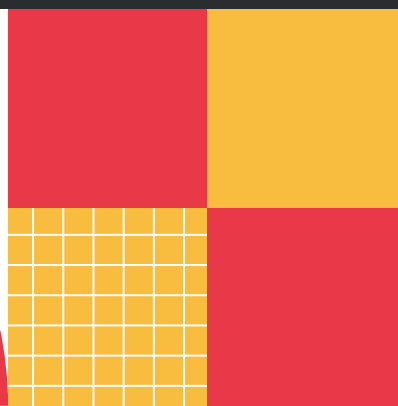
What is it?

The collection of enormous amounts of data is common to all companies. A lot of valuable insights and results can be gained from an in-depth exploration of past data. This is what business analytics is about. To be more precise, it is a subset of business intelligence that involves the use of techniques such as data mining, predictive analytics, and statistical analysis for iterative investigation of past business performance in order to identify and forecast trends and consequently make data-driven business decisions.

Thus, a business analyst plays a significant role in identifying areas that need improvement, forecasting trends, and steering the company towards new business opportunities.

Who should sign up for our certification course?

Beginner candidates or recent graduates from various quantitative backgrounds, like Engineering, Finance, Maths, and Management, who are looking for Business Analytics training to start their career in Analytics and Data Science.



Why Become a Business Analyst?



Flexible profile

Some business analysts handle the technical aspects of the projects, while others manage the overall business part. There are plenty of opportunities to explore in business analysis especially if one is planning to start their own venture in the future.



Various career opportunities

The flexibility in the arena of business analysis is responsible for numerous career options such as data scientist, big data engineer, financial analyst, marketing analytics manager, business intelligence analyst, etc.



Increasing demand

Companies across the globe have realized the potentiality and importance of business analysis for the efficient functioning and growth of their company, resulting in huge demand for business analysts. Studies state that the profile is expected to grow at the rate of 19% over the next 10 years.



Lucrative package

Given the growing demand for business analysts, they are paid extremely well. The average salary of a business analyst in India is Rs. 6.75 lakh per annum. The top 10% make more than Rs. 15 lakh per annum.



Creates huge impact

Business analysts, who are considered as agents of change, introduce and manage changes to the business model after a thorough analysis of the past business performance. They assist in finding cost-efficient solutions, reducing projects costs and ultimately increasing the ROI of the company.



Why opt for the course with upGrad Campus?



Best mentors

Learn all about data analytics from some of the most renowned data scientists in the country.



Interactive classes

Experience interactive live online learning through live lectures and real-world projects.



Hear it from the experts

Interact with leading industry experts to gain a deeper understanding of the current market scenario



Customized curriculum

The course is specially designed for Analytics Aspirants.

Benefits of the program



Acquire the essential skills

Learn key analytical, modeling and statistical skills with the help of tools like excel, SQL and Tableau.



Gain expertise

After completing this course, you will be able to contribute like an experienced team member in driving smart business decision-making.



Become employable

Our objective is to ensure that learners get the necessary hands-on experience so that they are well-prepared for job interviews along with an impressive performance at their jobs.



Course structure

Recorded videos

World-Class lectures on major concepts,
to be delivered on the platform

Live Classes

Live Sessions with Industry Experts

TA sessions

Timely Doubt Resolution and hands-on
guidance for projects and tools



Program curriculum

01 PRE-LAUNCH PREP CONTENT

Data Analysis in Excel

02 BUSINESS PROBLEM SOLVING, INSIGHTS, AND STORYTELLING

Topics covered

Understanding Problem and Formulating Hypothesis

Analyzing patterns and Storytelling

SaaS Pipeline Conversions

Visualisation with Tableau

03 STATISTICS AND EDA (EXPLORATORY DATA ANALYSIS)

Topics covered

Exploratory Data Analysis

Inferential Statistics

Hypothesis Testing

Optimization

04 PREDICTIVE ANALYSIS

Topics covered

Linear Regression

Time Series Forecasting

Advanced Topics

Clustering and Market-based Analysis

Classification

05 CASE STUDY

06 ASSIGNMENT

Market Entry Analysis

Placement and career support



Help polish your CV

How you introduce yourself to the industry will help you in your path. So an impressive resume is the way to go. With constructive feedback from industry experts, we will make sure your CV stands out.



Make you job ready

Mock interviews with industry experts will prepare you for employers in the real world.



Soft skill training

We will train you for group discussions and help you work on your presentation skills.



Get access to upGrad's exclusive job portal

Here you can increase your chances of landing an interview with a prospective employer by threefold.



Help you understand what's best for you

Our experts will help you identify the best-suited career opportunities for you.



Job offers

You can secure a job after 3-6 months of enrollment with us through our hassle-free process.





Program details

Course starts: Please refer to the website for program start dates

Duration: 5 months

Fee structure: ~~₹22,500~~ ₹20,000

Program hours: 150+ learning hours

Live sessions every weekend





Start upskilling today

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Campus 