



upGrad

Business Analytics Certification Program

3 Months | Offline Basecamps

As more organisations turn toward data-driven decision making, they need skilled professionals to help them not only gather data, but also to formulate strategies for acting upon that information. As a result, Business Analysis professionals are in high demand by organisations seeking to gather insights and formulate strategies in order to achieve organisational goals.

Business Analysis professionals often work across multiple levels of an organisation, and may perform such functions as defining strategy and program goals, developing enterprise architecture and supporting continuous improvement. They use data to define why something is happening, what will happen next and what measures can be taken to optimise results.

Our program is specifically designed for professionals to help them successfully transition and grow in their business analytics career. If you are reading this, you may wish to pursue a career in business analytics. With upGrad, we promise an immersive learning experience that will equip you with the perfect business, technical and managerial skills to help you achieve the same.

Ronnie Screwvala

Co-founder & Chairman
upGrad



PROGRAM HIGHLIGHTS

LEARN FROM SEASONED ANALYTICS PROFESSIONALS

- Get one-on-one mentoring from product heads of leading companies
- Learn through live Q&A sessions with industry experts

BUILD YOUR OWN PORTFOLIO

- Solve real product problems given by the industry
- Add projects and case studies to your product portfolio

NETWORK WITH INDUSTRY EXPERTS AND PEERS

- Attend offline basecamps to network with peers
- Get one-on-one career counselling

WHO IS THIS PROGRAM FOR?

Whether you want to transition into a business analytics role or acquire the right skill-set to grow in your current role, this program is just right for you

IT PROFESSIONALS

Learn about business solving skills, formulating hypothesis, statistics, data analysis using excel and visualisation using tableau

MANAGEMENT PROFESSIONALS

Transition into an analytic manager's role by using a structured framework to analyse and solve business problems while working with tech teams

FRESH GRADUATES

Build your career in Business Analytics by learning about different analytical tools, predictive analysis and forecasting

INSTITUTE FACULTY & INDUSTRY EXPERTS



HINDOL BASU
CEO
Actify Data Labs



Ujjayini Mitra
Head of Analytics
Zee5



MIRZA RAHIM BAIG
Lead Analyst
Zalando



S. Anand
CEO
Gramener



Ankit Jain
Senior Research Scientist
Uber AI Labs

UPGRAD ADVANTAGE



JOB OPPORTUNITIES upGrad Opportunities

- upGrad Elevate: Virtual hiring drive giving you the opportunity to interview with upGrad's 300+ hiring partners
- Job Opportunities Portal: Gain exclusive access to upGrad's Job Opportunities portal which has 100+ openings from upGrad's hiring partners at any given time
- Be the first to know vacancies to gain an edge in the application process
- Connect with companies that are the best match for you



LEARNING SUPPORT Industry Expert Guidance

- Interactive Live Sessions with leading industry experts covering curriculum + advanced topics
- Personalised Industry Session in small groups (of 10-12) with industry experts to augment program curriculum with customized industry based learning

Student Support

- Student support is available 7 days a week, 24*7. You can write to us via studentsupport@upgrad.com or for urgent queries use the " Talk to Us" option on the learn platform.



PRACTICAL LEARNING AND NETWORKING Networking & Learning Experience

- Live Discussion forum for peer to peer doubt resolution monitored by technical experts
- Weekly real-time doubt clearing sessions

PROGRAM

CURRICULUM

**Note: This curriculum is subject to change based on inputs from the Industry.*

COURSE 1 - BUSINESS PROBLEM SOLVING, INSIGHTS AND STORYTELLING (DURATION: 3 WEEKS)

You will start the program with a basic understanding of business problem and the key skills required to create a formulating hypothesis and documenting insights. Through this module, you will have an understanding of expectations from a business analyst, how these expectations vary across companies and across industries.

Topics covered:

- Understanding the business problem and formulating hypotheses
- Insight Analysis
- Project on deriving business insights and storytelling + Optional Module: Tableau

COURSE 2 - EXPLORATORY DATA ANALYSIS, STATISTICS AND OPTIMISATION (DURATION: 5 WEEKS)

In this module, you will learn the key statistical models and data analysis skills using excel. You will also get an overview of the various optimisation techniques and basic Machine Learning techniques.

Topics covered:

- EDA
- Inferential Statistics
- Hypothesis testing
- Optimisation
- Project: EDA + Optimisation

COURSE 3 - PREDICTIVE ANALYTICS (DURATION: 5 WEEKS + BUFFER WEEK)

In this module, you will learn the basic of machine learning algorithms like Classification & Clustering to analyse data and forecasting techniques to apply your learnings in a case study project.

Topics covered:

- Linear Regression
- Forecasting
- Clustering
- Classification
- Project: Predictive Analytics + Overview of advanced ML techniques (NLP, DL, etc)

PROGRAM DETAILS

DURATION

3 Months

PROGRAM FEES

INR 25,000 (Including GST)

MINIMUM ELIGIBILITY:

Bachelor's or Diploma Graduate Degree with 50%

FOR ADMISSIONS VISIT:

<https://www.upgrad.com/business-analytics-certification/>

FOR FURTHER DETAILS CONTACT:

✉ admissions@upgrad.com

☎ 1800 210 2020

We are available 24*7

Disclaimer: Program fee and payment options are subject to change. Please refer to the website for updated details or speak to our admission counsellor.