



Business Analytics Master Certification

Specialization in



Marketing Analytics



BFSI



HR Analytics

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2cr
worth
scholarships
awarded



600+
professionals
secured jobs
after a career
break



35k+
Trusted
Learners

About The Program

Our business analytics program is tailor-made for professionals seeking to unlock the power of data-driven decisions. This program equips you with essential skills and practical knowledge to excel in your career. Discover the art of harnessing data, mastering cutting-edge tools, and making informed choices that drive success. Our program will empower you with the expertise to thrive in today's data-driven business landscape and equip you with the ability to transform raw data into actionable insights, making you an invaluable asset to any organisation.

“

We exist to provide accessible, reasonable, and industry-relevant education that empowers India's workforce to grow and develop.



4.79/5



4.66/5



4.8/5



Program Details

COURSE PREREQUISITE

Prior knowledge of **programming/coding** is not mandatory. Just the urge to learn programming and basic ideas about advanced math is enough.

PROGRAM ELIGIBILITY

- ✔ **Working professionals** having more than 6 months of experience in any domain (Technical/Non-Technical)
-

KEY FEATURES

- ✔ Domain Electives (**BFSI, Sales, HR, Marketing**)
 - ✔ Dedicated Placement Cell | 100% Guaranteed Interview calls
 - ✔ Globally Recognised **Certification from IBM & Microsoft**
-

JOB ROLES TO TARGET

Get equipped with the industry relevant skills and aim for job roles like Sr, Business Analyst Sr. Data Scientist, Machine Learning Engineer, AI Engineer, BI Developer, Big Data Architect, Sr. Data Analyst etc.

Click below

[Check Eligibility](#)

Alumni Spotlight



Shravanthi A
Data Scientist

Learnbay has helped me a lot to learn data science applications in the e-commerce industry. The live class concept was really helpful in receiving proper DS training. Thanks to all my mentors and the placement team.

Mechanical
Domain



Data Scientist @



230%
Salary Hike



Preksha Mishra
Lead Data Scientist

The course structure is excellent with emphasis on concept building and tools & software at the same time. The support team is excellent and supportive and quite agile to respond to doubts.

Telecom
Domain



Data Scientist @



140%
Salary Hike



Karan Chawala

xceedance



EXL

Data Scientist



Jaya Sinha



Infosys

Senior Analyst



Shubham Dev

publicis
sapient



brillio

Lead Data Analyst

Alumni Spotlight



Mohd. Israr
Data Scientist

Thanks to the Learnbay data science course & excellent guidance, I was able to ace the TCS interview and secure a job with a 210% pay raise. The real-world time projects helped me develop my concepts as a data scientist.

Mechanical
Domain



Data Scientist @



210%
Salary Hike



Saurabh Kumar
Data Scientist

When I joined Learnbay I did not have any knowledge apart from the very basics. I gradually build my concept via various trainers and get trained in data science with strong knowledge/concepts.

Mathematics
Professor



Data Scientist @



Teleperformance

135%
Salary Hike



Aravind

TheMathCompany



CATERPILLAR®

Senior Data Scientist



Ritesh Kumar

unacademy



Capgemini

Data Scientist



Ramki

cognizant



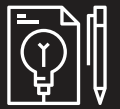
ANBSYSTEMS
energizing solutions

Data Analyst

Learnbay's ProjectLab

Choose Learnbay for your career journey because we're more than just a training provider. Our Project Innovation Lab lets you apply your skills in real-world scenarios. Get **dual certifications** for a competitive edge. Specialize in your desired domain. Discover how Learnbay can boost your career growth. Don't settle for less – choose Learnbay, your path to success!

1 Project Innovation Lab



Replicate a real-world industry environment for hands-on project experience.

2 Domain Electives



Enhance career prospects and excellence in your chosen field with our domain electives.

3 Dedicated Placement Cell



Experience 100% job assistance with guaranteed interview call from leading MNCs globally.

4 Certification



Gain top-notch skills for a successful career through our degree and certification program

Project Innovation Lab

Learnbay's Project Innovation Lab replicates industry like environment for real time projects. With our **ProjectLab**, you gain real proof of hands-on experience by having your project certified by the industry.

In our ProjectLab, you work like a data scientist with dedicated project mentors from industry and get certified on capstone project.

450+

Hiring Partners

 **PUNE**



35k

Trusted
Learners



1-1 Doubt Session

 **HYDERABAD**



Capstone Project
Certificate from
IBM



 **DELHI**



 **BENGALURU**

Project Innovation
Labs Across India

2 Domain Electives

We offer Domain Electives for various industries including BFSI, Retail, Healthcare, Manufacturing, and Supply Chain. This ensures that you gain expertise directly relevant to your current domain.

With our program, you can make your past domain experience relevant and position yourself for a significant salary hike.



BFSI

Advanced analytics for risk assessment and fraud detection in finance.

Brochure [↓](#)



Sales & Marketing

Learn about the newest marketing and technique for strategic development.

Brochure [↓](#)



HR Analytics

Gain HR analytics expertise & apply to business management via projects.

Brochure [↓](#)

3 Career Service **PRO**



Get 3 years of Job and Placement support

Unleash your career potential with unlimited job access, interview support, and profile review.

Unlimited Mock Interviews with Industry Experts

Master the art of business analytics and stay ahead of the curve with mockups and industry insights



Resume Building Session

Craft a powerful resume showcasing your expertise in software development to stand out from the competition

1:1 LinkedIn Review Session

Get 1-on-1 sessions with experts for a better understanding of LinkedIn profile reviews and cover letter.



Dedicated Placement Cell

Receive unlimited interview calls from a diverse pool of interested employers/recruiters until you successfully secure a job

4

Certificates



World's leading certifications



IBM Course Completion Certificate

Complete your training with the globally recognized certificate.



Microsoft Course Completion Certificate







Achieve professional growth & increase earning potential with Microsoft certification



IBM Capstone Project Certificate

Achieve professional growth & increase earning potential with Microsoft certification

Others Vs Learnbay

Benefits	Learnbay	Others
 Guaranteed Interview Calls	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Industry capstone project certificate from IBM	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Domain specialized programs for professionals	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 100% live interactive sessions with industry experts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 On-demand video call with industry experts	<input checked="" type="checkbox"/>	<input type="checkbox"/>
 Personalised Resume Review Session	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Program Fee & Financing



Scholarship



Scholarships are awarded based on profile review. Eligible candidates can avail upto 25% scholarship on desired courses. Click the button below to apply.

Click below

[Check Scholarship Eligibility](#)

Financing as low as
Rs. 5,900/month

No Cost EMI

Razorpay

LIQUILOANS

Propelld

ShopSe

Program Fee

Rs. 90,000/- +18% GST

Learning Path

L1

Introduction To Business Analytics

L2

Excel & Business Statistics

Excel, Statistics

L3

Intro to Data Science

Machine learning, Natural Language Processing

L4

Big Data Analytics and Visualization

SQL, Tableau, MongoDB, PowerBI

L5

Projects and deployments

AWS, Azure

L6

AI Generative Tools and Future Trends

ChatGPT, Midjourney, DALL·E

Intro to Business Analytics

- Introduction to Business Analysis
- Stakeholders in Business Analysis
- Formulating Requirements
- Flowchart and Modelling
- Analyzing and Transforming Requirements
- Finalising Requirements

TERM 2

Excel & Business Statistics

Excel

- | | |
|---|--|
| <ul style="list-style-type: none">• Introduction to Excel• Basic Formulas and Functions• Data Formatting and Cell Styles• Data Sorting and Filtering• Charts and Graphs | <ul style="list-style-type: none">• Data Validation and Protection• PivotTables and PivotCharts• Advanced Formulas and Functions• Data Analysis Tools• Excel Macros and Automation |
|---|--|

Statistics

- | | |
|---|--|
| <ul style="list-style-type: none">• Fundamentals of Math and Probability• All about Population & Sample• Statistical Thinking | <ul style="list-style-type: none">• Descriptive & Inferential Statistics• Hypothesis Testing• Linear Algebra• Data Processing & Exploratory Data Analysis |
|---|--|

Hands-on:

Problem solving for C.L.T Problem solving Hypothesis Testing Problem solving for T-test, Z-score test Case study and model run for ANOVA, ANCOVA

Data Science & AI

Intro

- Key components of Data Science and AI (data, algorithms, computing power).
- Popular programming language (R) and development tools (Jupyter Notebook, Spyder)

ML

- Supervised, unsupervised, and reinforcement learning.
- Bias-variance tradeoff, overfitting, and underfitting.
- Model selection and evaluation metrics (accuracy, precision, recall, F1 score, ROC curve, AUC).

NLP

- Named Entity Recognition (NER), Topic Modeling, Text Generation.
- Pre-trained language models (BERT, GPT, XLNet) and Transfer Learning in NLP

[Download Detailed Curriculum](#) 

Big Data Analytics and Visualization

SQL

- SQL and RDBMS
- NoSQL, HBase & MongoDB
- JSON Data & CRUD
- Programming with SQL

Assignments

- Working with multiple tables
- Practice Joins, Grouping and Subqueries
- Using GROUP BY and HAVING Clauses
- Practice Aggregation Queries

MongoDB

- MongoDB Ecosystem
- MongoDB Structures
- MongoDB Shell vs MongoDB Server
- Data Formats in MongoDB
- Working with MongoDB Compass
- Working with Numeric Data
- Working on Scheme Designing

Assignment

Obtain the data in the format you want by formulating queries that are both effective and high-performing.

Projects are the culmination of your learning journey, where you will tackle real data-related problems.

Tableau

- Dashboard and Stories
- Visual Analytics
- Custom Geocoding
- Polygon Maps
- WMS and Background Image

Assignment

- Connecting data source and data cleansing
- Working with various charts
- Deployment of Predictive model in visualization

Big Data Analytics and Visualization

PowerBI

- Overview of the Workflow in Power BI Desktop
- Introducing the Different Views of the Data Mode
- Working with Time Series
- Scatterplots and BI Reports
- Connecting Dataset with Power BI

Assignments

- Create Bar charts
- Create Pie charts
- Create Tree maps
- Create Donut Charts
- Create Waterfall Diagrams
- Creating Table Calculations for Gender

Deployment AWS+Azure

- Data Preparation and Feature Engineering
- Model Training and Evaluation
- Model Deployment and Management
- Advanced Topics in Machine Learning on AWS and Azure



AI Generative Tools and Future Trends



Emerging Trends in AI and Generative Modeling

- Exploring other AI generative tools beyond [ChatGPT](#) and [DALL·E](#)
- Overview of Midjourney
- Discussion on future trends and advancements in AI generative tools
- Open-ended project and/or presentation on a selected topic, incorporating learned concepts

Natural Language Processing and ChatGPT

- Introduction to natural language processing techniques
- Understanding ChatGPT and its architecture
Hands-on exercises using ChatGPT for text generation
- [Fine-tuning ChatGPT for specific applications](#)



Midjourney



Bing



ChatGPT



DALL·E



Bard

DALL·E: Image Generation with AI

Exploring image generation using DALL·E

- [Hands-on exercises for creating unique images with DALL·E](#)
- Ethical considerations and limitations of AI-generated images

Graph Neural Networks (GNN) for Data Analysis

- Overview of [Graph Neural Networks \(GNN\)](#) and their applications
- Hands-on exercises using GNN for tasks such as node classification and link prediction
- Case studies on real-world applications of GNN in data science

Python Bootcamp for AI

- Python Essentials: Syntax, Data Types, and Variables
- Flow Control: Conditionals and Loops

Build Your Interview Assistant

- Project Overview: Interview Automation Bot
- Components & Architecture
- Natural Language Models (LLMs): Introduction and Uses

Large Language Models (LLM)

- Historical Overview of NLP: From Rule-Based Systems to Machine Learning.
- Evolution of Neural Network Architectures in NLP.

Visual AI for eCommerce

- Introduction: Digital Transformation for Offline Businesses
- Multimodal Models: DALL-E and Beyond
- Style & Photography Principles for Visual AI

Intelligent News Aggregator

- Project Outline: Personalized News Recommendation
- GPT-3 & Copilot for Code Automation

Customer Support Bot - HelpMate Pro

- Project Introduction and Components
- Embeddings vs Fine-Tuning: When and How
- Semantic Search in Customer Service

Knowledge Discovery Bot

- Project Overview and Architecture
- LangChain Tools and Concepts

Azure OpenAI Integration

- OpenAI on Azure: Services and Scalability
- Revisiting HelpMate Pro: Scaling Strategy

The Future & Ethics of Generative AI

- Responsible AI: Bias and Fairness
- Future Trends: Multimodal Models and RLHF
- Closing Remarks
- Assessment: MCQ

Capstone Project (3 Weeks)

- Building an Integrated Prompt Engineering Solution
- Project Submission and Peer Review

Real-time Projects

J.P.Morgan

12 hours

Learn and develop classification techniques for the digital transformation of banking

JPMorgan offers tax-friendly insurance choices. You can help them forecast insurance premiums. Targeted marketing using your Random Forest Algorithm skills can help obtain better premium values.



NETFLIX

17 hours

Building a content recommendation model on the basis of regional viewer categorization

Netflix is a global entertainment video streaming site. They offer content in various regional languages. Build a local recommendation engine for Netflix customers residing in south Bangalore on their weekend and weekday activities, utilizing NLP.



OLA

18 hours

Reduction of waiting time via a highly precise forecasting model

Make a demand forecasting model based on specific time period rider demands. Such a model will help both riders and cab drivers to ensure the least possible waiting time. You can include measures like latitude and longitude identification.



أرامكو السعودية
saudi aramco

14 hours

Understanding in-depth about logging while drilling (LWD) technique

Saudi Aramco company is working on the development of high-efficiency drilling models. Use the bright sides of big data analytics to identify the most cost-effective and highly productive drilling sites.



Real-time Projects



19 hours

Career progression planning of employees with workforce defections and efficiency

IBM intends to boost its HR department by identifying employees' masked inconsistency. They need models to identify the graphical variations in their 14000+ employees' performances. Help them build models with your regressions and other ML abilities.



21 hours

Descriptive study of trends and irregularities with prediction analysis for conversion

Swiggy seeks a broad marketing campaign. But they need automated keyword generation tools & proper message preparation and delivery of the same to the right audience at the right time. Help them with text analytics and NLP-based keyword research.



17 hours

Forecasting future sales with trends and price maximization

BMW customers can sell old vehicles, but rivals provide superior resale prices. BMW's data science-powered software will deliver the greatest market value for used vehicles based on Km travelled, daily price changes, production dates, etc. Such tasks build analytical abilities.



13 hours

Understanding covid-19 cases and fatality rate by time series forecasting

Samsung will launch a new healthcare app soon. The key goal of this app is an accurate human activity tracking and providing relevant health-related recommendations. Continuous analysis of a massive amount of mobile data is required for such an app.



Real-time Projects



10 hours

Churn forecasting for the telecom industry using Python programming with Machine Learning

The goal of this project is to design a precise customer churn prediction model. Based on the same, Jio can identify the exact reason for customer dissatisfaction and work accordingly.



XGBoost



18 hours

Recommendation system with Customer Lifetime Value (CLV) analysis

Amazon wants to find the most successful electronics. Live consumer reviews are needed. Using data visualisation, help regenerate consumer insights from ongoing and current reviews.



20 hours

Condition-based preventative maintenance and fault prediction in depth

This project helped BOSCH to predict their internal failures by production line dataset analysis. But still, they are struggling to predict automated faults in their assembly stage. Help them by building more advanced predictive models for assembly stage monitoring.



15 hours

Automated inventory monitoring for supportable supply chain management

An automated inventory management system will keep track of stock levels and upcoming orders. In addition, you can contribute to DataCo's intelligent supply chain software generation project by using ML algorithms and Python programming skills.



Contact Us



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