

## CERTIFICATE COURSE IN BUSINESS ANALYTICS

Offered by  
Department of Commerce  
Nirmalagiri College  
In Collaboration with  
Btrac

The programme is to provide students with the knowledge, attitudes and skills needed to function as a competent individual who can find out the wide horizon of opportunities in Business Analytics. The goals of the programme are

- Provide a curriculum of sequential coursework that combines in-class instruction with relevant workplace experience to steadily and consistently increase students' understanding of business analytics.
- Prepare students with the skills and the knowledge in business analytics which helps them in career enhancement.
- Prepare the students to be competent enough to employ them in the industry.
- Make the students able to apply analytical strategies and fundamental quantitative methods to actual business issues after starting with basic statistics and tools.

### **Programme Outcomes**

- Understand and critically apply the concepts and methods of business analytics
- Recognize, simulate, and resolve decision-making issues in various contexts.
- Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity
- Interpret results/solutions and choose the best course of action for a particular managerial circumstance
- Create viable solutions to decision making problem



## **Certificate Course In Business Analytics**

### **Day 1**

#### **Excel**

##### **Hour 1**

- MS Excel introduction
- Workbook v/s Worksheet
- Excel components

##### **Hour 2**

- Auto fill
- Sorting
- Transpose Excel Columns to Rows

##### **Hour 3**

- Formatting Cells
- Wrap Text
- Basic Formulas and functions

##### **Hour 4**

- Date Time Functions
- Numeric Functions
- String functions

##### **Hour 5**

- Logical Function
- Tables
- Excel Creating Charts



## Day 2

### Power BI

#### Hour 6

- Introduction
- create Column Chart
- create Stacked Column Chart
- create a Pie Chart
- create a Donut Chart
- create a Funnel Chart
- create Ribbon chart

#### Hour 7

- Include & Exclude
- Data and Export in CSV
- Create a Basic Map
- Formatting Map

#### Hour 8

- Tables and Matrix
- Conditional Formatting
- How to include drill through in charts

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#### Hour 9

- Create animated bar chart
- Create slicer
- Create filters, bookmarks

#### Hour 10



- Transform data-Basics of power query (append, merge, split, extract)
- Create dashboard
- Publish

### **Day 3**

#### **Tableau**

##### **Hour 11**

- Introduction to tableau
- How to import different types of data
- Dimension and measures
- Marks (Color, size, text, Detail, tooltip)

##### **Hour 12**

- Horizontal bars
- Stacked bars
- Tree maps

##### **Hour 13**

- Area charts
- Bubble charts
- Text tables

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##### **Hour 14**

- Maps
- Filters
- Functions (number, string, table)

##### **Hour 15**

- Create dashboard
- Create story
- Publish



## Day 4

### Python

#### **Hour 16**

- Python Intro and Installation
- Python Syntax
- Python Comments
- Python Variables

#### **Hour 17**

- Python Data Types
- Python Numbers
- Python Casting
- Python Strings

#### **Hour 18**

- Python Booleans
- Python Operators
- Python Lists
- Python Tuples
- Python Sets

#### **Hour 19**

- Python Dictionaries
- Python If...Else
- Python While Loops
- Python For Loops
- Python Functions

#### **Hour 20**

- Python Lambda
- Python Arrays
- Python Classes/Objects



- Python Inheritance
- Python Iterators
- Python Scope

## **Day 5**

### **Hour 21**

- Python Modules
- Python Dates
- Python Math
- Python JSON

### **Hour 22**

- Python RegEx
- Python PIP
- Python Try...Except
- Python User Input

### **Hour 23**

- Python String Formatting
- Python File Handling
- Python Read Files
- Python Write/Create Files
- Python Delete Files
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### **Hour 24**

- Python NumPy
- Python Pandas

### **Hour 25**

- Python Matplotlib



## DAY 6

### SQL

#### Hour 26

- Introduction(overview)
- Uses
- Basic commands (SELECT, FROM, WHERE)

#### Hour 27

- Operators (+, -, /...)
- Logic commands AND

#### Hour 28 **Business Technology Research & Analytics Centre**

- Logic commands OR,
- Logic commands NOT

#### Hour 29

- Join Functions and types of joins
- Tables Create

#### Hour 30

- Tables Drop
- Tables Alter