



*Business Analytics
for
Managers*

Introduction

Business Analytics is a mainstream technique in the hands of senior management to take business decisions. An average business manager is generally unaware about how to introduce business analytics in the organization. To implement business analytics in the organization the managers must have a good understanding of the basics and technical skills. This course is an entirely hands-on approach to business analytics where participants would be working with datasets to generate insights for businesses with the help of R, Excel and Tableau.

Objective

The objective of this course is to introduce participants to the world of business analytics and who have not got a foothold into the techniques.

Topics

- Statistics for Managers
- Decision Making using Algorithms and Machine Learning
- Spreadsheet Modelling
- Introduction to R
- Data Wrangling in R
- Customer Segmentation: Cluster Analysis
- Classification Techniques
- Regression
- Forecasting
- Market Basket Analysis
- Social Media Analytics
- Data Visualization using Excel and Tableau
- Basics of Big Data and Deep Learning
- Basics of AI
- Analytics in Business Applications (Project)

Who should attend?

Professionals / Executives / Freshers who want to learn practical aspects of data handling across applicable areas like Big Data, IT Services, Marketing, eCommerce, Research etc. Project Managers, Business Managers and Senior Leaders who have the responsibility to manage large data analytics/big data based projects and would like to gain an understanding of this domain.

Eligibility

- For Indian Participants - Graduates (10+2+3) or Diploma Holders (10+2+3) from a recognized university in any discipline.
- For International Participants - Graduation or equivalent degree from any recognized University or Institution in their respective country.

Highlights of Programme

- ☞ Experienced Faculty
- ☞ Interactive session through online platform
- ☞ Hands-on exercises will be provided with datasets

Duration

7 – 8 Months

Classes

- ☞ Saturday - 07.00 pm to 09.00 pm
- ☞ Sunday - 03.00 pm to 05.00 pm

Assessment

- ☞ Assignments
- ☞ Online Exam
- ☞ Minimum attendance 75%
- ☞ Projects
- ☞ Quizzes

Fee

Rs. 1,20,000/- (Inclusive of all taxes)

Group discounts : You can avail Group Discount of 10% on the fee for 3 or more participants from the same organization.

Above fee can be paid in installments

First Installment	- At the time of Registration	- Rs. 30,000/-
Second Installment	- After 2 months	- Rs. 50,000/-
Third Installment	- After 5 months	- Rs. 40,000/-

For more details contact

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About the Institute : IIRM, promoted by IRDAI and Govt. of Telangana, Approved by AICTE, has been in existence for over a decade and is mandated to deliver excellence in education that meets the changing needs of the fast growing industry and Economy at large, IIRm is one of its kind in the world (promoted by the Regulator in the country) in association with the Govt. of Telangana imparting education to students interested in taking a career in Finance, Financial Services, Insurance, Risk management, Analytics and Actuarial Science.