

# PG PROGRAM IN **BUSINESS ANALYTICS**

Course duration: 6 months



# WHO IS THIS PROGRAM FOR

## Aspiring Data Analysts

If you have a passion for data analysis and want to build a career in the field of business analytics, This program is tailor-made for you. Gain the necessary skills to excel in data-driven decision making and unlock a world of opportunities.

## Working Professionals

Already in a business or analytical role but aiming to specialize in business analytics? This program is designed to enhance your analytical skills and empower you to drive data-centric strategies within your organization.

## Mid-Career Advancers

Midway in your career and eager to to transit into the high-demand domain of business analytics? This program will equip you with the expertise needed to thrive in data-driven industries and propel your career forward.





# Rajalakshmi eduverse

**Shaping Tomorrow's Leaders :** Welcome to Rajalakshmi Eduverse, a pioneering educational initiative of the Sabari Foundation, has a rich legacy that dates back to 1997. Since then, we have risen as a dominant force in Tamil Nadu's educational sector, proudly holding the title of the largest private engineering college group in the state.

**Our mission is clear:** To prepare learners for real-world challenges by integrating traditional and digital teaching methods for unmatched learning experiences. We place a strong emphasis on industry readiness, continuously updating our curriculum to align with the latest global corporate standards.

With our learner-centric approach, we are dedicated to creating an enriching environment where every student has the opportunity to excel. Join us on this journey of empowerment and position yourself as a new-age digital citizen, primed to make a significant impact in the industry.

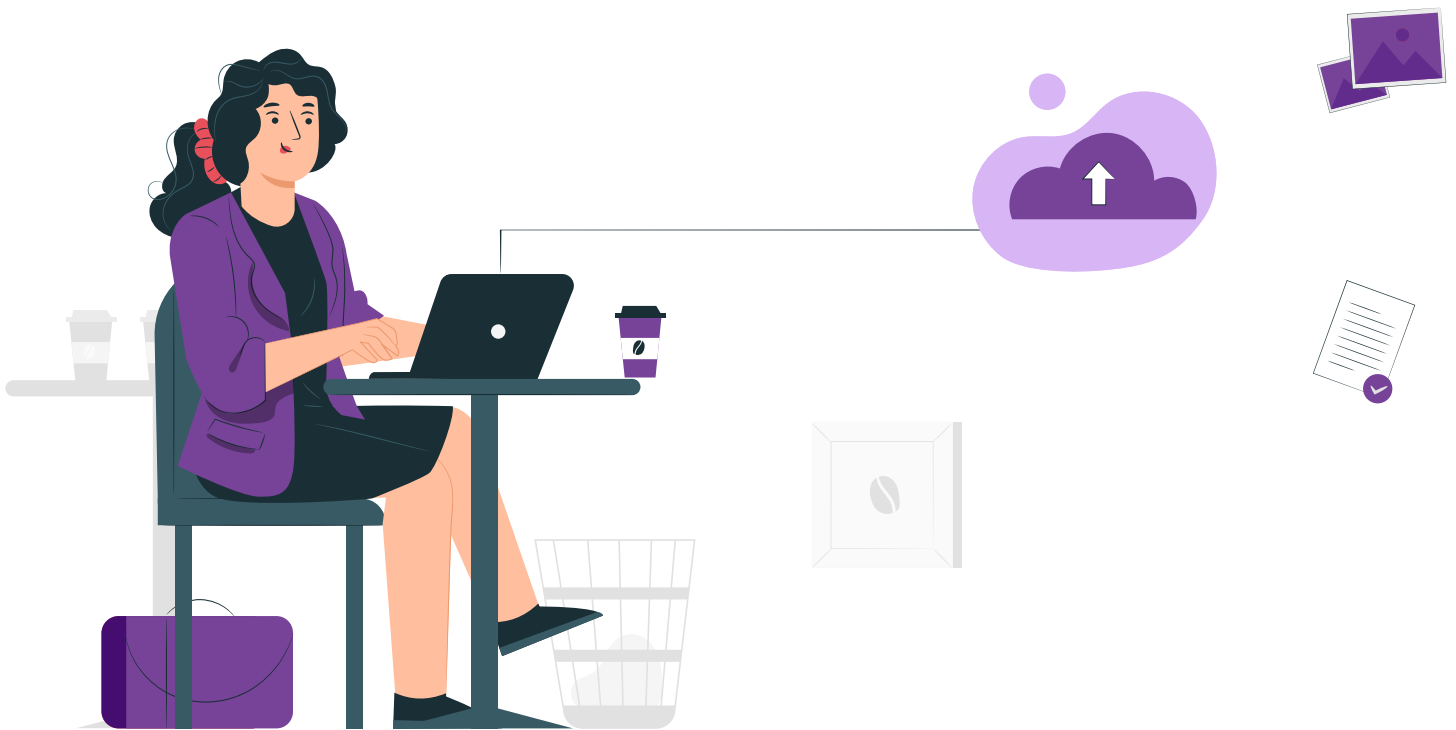




Rajalakshmi School of Business (RSB) stands out as one of the premier B-Schools in Chennai, having establishing itself as a top - tier institution across India. This distinction is attributed to its high-quality PGDM courses, impressive placement records, and state-of-the-art facilities. RSB's rigorous admission process, combined with its academic and research prowess, has further solidified its reputation as a leading B-School in Chennai.

A recent collaboration with Swinburne University, Australia—one of the world's renowned universities—has positioned RSB as the most preferred destination for management aspirants in Tamil Nadu offering students a world-class education at an affordable Indian price point. As a leading B-School in South India, RSB possesses all the essential elements to stand as a top B-School in Chennai in the near future.

For students across India, especially those from Tamil Nadu, seeking a top PGDM college in Chennai—a city celebrated for its rich culture—RSB is the ideal choice. Offering global management degrees alongside its flagship PGDM program, RSB is built to guide you in carving a successful path in the corporate world.



# DISCOVER THE WORLD OF BUSINESS ANALYTICS

Immerse yourself in the dynamic realm of business analytics, where data insights and statistical techniques drive critical business decisions. Explore the power of data visualization, predictive modeling, and machine learning to solve complex business challenges.

## WHY CONSIDER A CAREER IN BUSINESS ANALYTICS?



### Growing Demand

In today's data-centric world, businesses seek skilled analysts to interpret and leverage data for competitive advantage.



### Lucrative Salaries

Business analysts are in high demand, commanding attractive remuneration and offering ample growth opportunities.



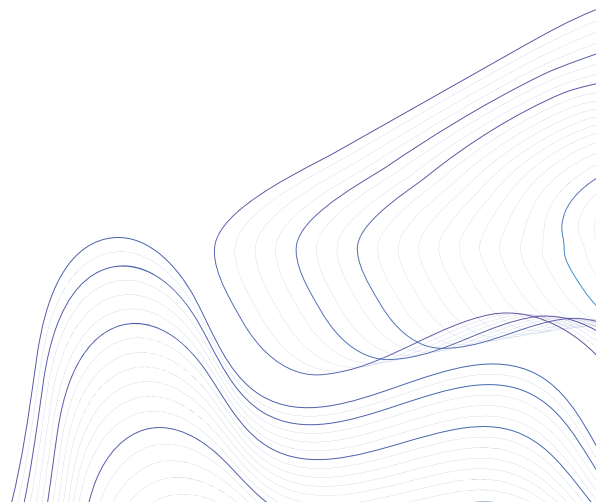
### Decision-Making Power

By interpreting data, you can contribute to strategic decisions that shape business outcomes.



### Versatility

Business analytics skills are applicable across industries, opening doors to diverse career options



# WHY CHOOSE EDUVERSE

Rajalakshmi  
eduverse 

Elevate your learning experience with Eduverse  
and here's why:



## Extensive Network

Our relationships with over 700+ companies allow for broad opportunities.



## Top-tier Remuneration

Our graduates reach remarkable heights with the highest CTC standing at 12 LPA.



## Abundance of Opportunities

With over 11,000+ job offers made, your chances are high.



## Invested in Research

Our commitment to innovation is evident with 8+ crores in sponsored research.



## Successful Placements

We've paved the way for over 10,000+ students to secure their dream jobs.



## Valuable Projects

Our students engage in consultancy projects worth over Rs. 3 Crore, gaining invaluable hands-on experience. Join Eduverse and step into the world brimming with opportunities!

# TOP SKILLS YOU'LL MASTER



## Data Analysis and Visualization

Acquire proficiency in data wrangling, exploration and visualization using tools like Tableau and Power BI.



## Predictive Analytics

Learn how to build predictive models and use statistical techniques to forecast future trends and outcomes.



## Machine Learning

Understand the fundamentals of machine learning and apply algorithms to solve real-world business problems.



## R Programming

Gain expertise in R programming language, widely used for data analysis and statistical computing.



# UNLEASH YOUR POTENTIAL IN BUSINESS ANALYTICS WITH EDUVERSE'S DIVERSE TOPICS

- Introduction to Business Analytics.
- Data Exploration and Visualization Techniques.
- Predictive Modeling and Regression Analysis.
- Machine Learning Algorithms and Applications.
- Big Data Analytics and Hadoop Framework.
- Text Analytics and Sentiment Analysis.
- Customer Analytics and Market Segmentation.
- Supply Chain Analytics and Inventory Optimization.
- Business Intelligence and Dashboard Design.





# ENROLLMENT TO EMPLOYMENT YOUR ANALYTICS PATHWAY

## 01 ENROLL



Click on Apply now and we will get in touch!

## 02 COMPLETE



Finish online sessions and assessments.

## 03 OPPORTUNITIES



Tap into our vast industry network.

## 04 GUIDANCE



Get expert interview tips and advice.

## 05 PLACEMENTS



Secure your dream job with our placement assistance.

# PROGRAM DETAILS

- 6-month online learning program with interactive virtual classes.
- 90 hours of comprehensive learning content across nine modules.
- Certification upon successful completion of the course.
- Cutting-edge curriculum designed by industry experts for real-world challenges.
- Expert-led workshops and a supportive learning community for guidance.
- Strong relationships with 700+ companies for placement opportunities.
- Dedicated career services team for resume polishing and interview skills.
- Placement assistance to help students secure job opportunities.
- Highest CTC offered stands at 12 lpa for successful candidates.
- Hands-on learning on machine learning, R-programming, data analysis and more.
- Engage in consultancy projects worth over Rs.3 crore gaining invaluable experience.

## ELIGIBILITY

UG degree

## TUITION FEE

₹100,000



# THE MODULES

## PYTHON PROGRAMMING LANGUAGE

- Python Programming Language
- Installing Python on your computer; Jupyter Notebooks.
- Using pip or a similar command for installing various packages such as Pandas, Matplotlib, or NumPy.
- Reading data from CSV files into a Pandas DataFrame.
- Using Matplotlib to plot one or more series of data.
- Descriptive statistics.
- Linear regression and Logistic regression.

## STATISTICAL METHODS - I

- . Probability, Games of Chance
- . Conditional, Marginal, and Joint Probability
- . Bayes' Law
- . Sampling Methods and Empirical Rules
- . Sample Mean and Central Limit Theorem
- . Standard Normal Distribution and Probability Table
- . Student's t-Distribution

## STATISTICAL METHODS - II

- Framing Mutually Exclusive Hypotheses
- Setting a Significance Level for Type I Error and Type II Error
- Testing for Means - Single Sample
- Testing for Proportions - Single Sample
- Testing for Difference of Means - Two Large Samples
- Testing for Difference of Proportions - Two Large Samples, Small Samples, and t-Test Statistic
- Hypothesis Tests for Paired Samples
- Chi-Square Test for Independence of Population Attributes
- Chi-Square Test for Goodness of Fit of Distribution
- Correlation Coefficient for Categorical Data



# THE MODULES

## STATISTICAL METHODS - III

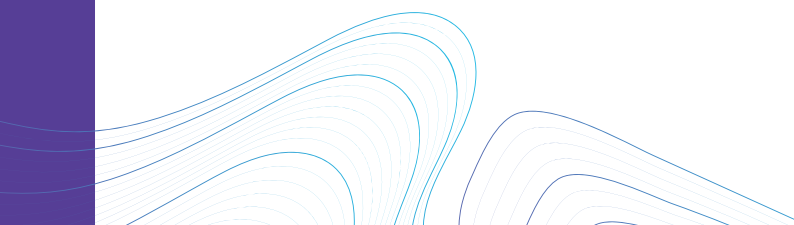
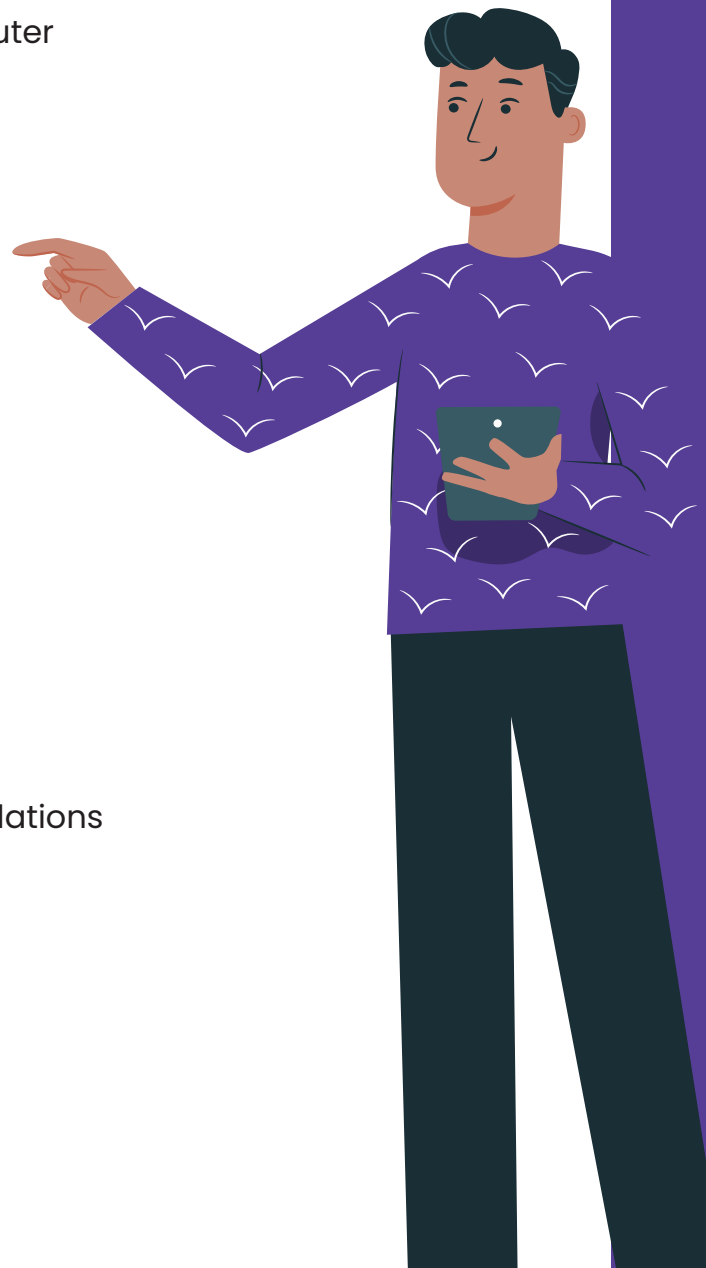
- Scatterplots and Regression Line
- Ordinary Least Squares Regression
- Estimating the Coefficients
- Testing for Their Significance
- Coefficient of Determination, Statistic, and Fitness of Overall Model
- Applications of Regression
- Multiple Regression
- Estimating Betas for Multiple Regression
- Odds, Log of Odds
- Sigmoid Function, Classification with Logistic Regression
- .Issues Using Regression for Binary Classification

## R PROGRAMMING LANGUAGES

- installing R and/or RStudio on Your Computer
- Installing Packages
- Reading CSV Files into R
- Calculating Summary Measures
- Counts and Pivot Tables in R
- Sampling from Various Distributions
- Hypothesis Tests
- Linear Regression and Logistic Regression

## STATISTICAL METHODS - IV

- Experimental Design
- Completely Randomized Design
- Randomized Block Design
- Factorial Experiment
- One-Way ANOVA for More Than Two Populations
- Pearson's Correlation Coefficient
- Spearman's Rank Correlation



# THE MODULES

## DATA ANALYSIS FOR BUSINESS MANAGEMENT

- Market Basket Analysis and Associative Rule Mining
- Text Analysis
- Decision Trees
- Data Visualization
- Cluster Analysis

## BUSINESS FORECASTING TECHNIQUES - I

- Qualitative Methods and Quantitative Methods
- Method of Delphi, Jury of Executive Opinion, etc.
- Calculating a Moving Average
- Exponential Smoothing
- Exponential Smoothing with Trend and Seasonality Components

## BUSINESS FORECASTING TECHNIQUES. -II

- Time Series Analysis
- Seasonality, Stationarity
- Decomposition of a Series into Trend, Seasonality, Cycles, and Random Variation
- Box-Jenkins Methodology
- Dealing with Non-Stationarity



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