PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act 1960)
Reg. No. JNR-S211-2015-16, IT Exemption 12A & 80G
MSME Reg. No. : UDYAM-KR-03-0144791, CSR Reg. No. : CSR00038642
NITI AAYOG Reg. No. : KA/2022/0318909
Bengaluru, Karnataka, India

In Association with

ITTHM

INSTITUTE OF TOURISM, TRAVEL & HOSPITALITY MANAGEMENT

Hyderabad, Telangana, India

Organizing

5 DAY VIRTUAL - NATIONAL LEVEL WORKSHOP

On

BUSINESS ANALYTICS

For Future Managers…

For Registration

✔ CLICK ME

Registration Fee

Rs. 1,900/-

24ᵗʰ July
&
28ᵗʰ July

2023

Time : 6.00 PM to 9.00 PM

About the FDP

This program provides a complete overview of the Business Analysis domain and prepares you for the role of a Business Analyst with help of practical skills, with real-world case studies, extensive hands-on practice and classes handled by Industry / corporate experts. This Training Program is designed for graduates in any discipline and experienced professionals from diverse backgrounds to provide an extensive business analysis education. Students also have access to mentorship sessions that provide a high-engagement learning experience and real-world applications to help essential business analysis skills. This training program gives a broad exposure to statistical concepts, business analysis elements, life cycle management, data analysis and visualization with Python and tools like Excel, Power BI, and Tableau to help prepare you for an exciting career in Business Analysis.

TOPICS TO BE COVERED

Module of Content Business Analytics	Hours to be Covered & Date	Resource Person
Module 1: Introduction to Business Analytics • Business Analytics (BA) fundamentals in an overview • Online Analytical Processing (OLAP); Online Transaction Processing (OLTP) • Business Intelligence (BI) Life Cycle at a glance • Data Warehousing at a glance • Big Data fundamentals and predictive modelling basics	**3 Hrs** **24-07-2023**	**Dr. Deepak. R** Corporate Trainer Bengaluru, Karnataka
Module 2: Advanced Data Analysis • Pivot tables and Report • Pivot Chart, Goal Seak, Solver Functions • Scenario, Data Analysis • Text Functions, Lookup functions, Vlookup, Hlookup • Index, Lookup,Match • Data Validation Formatting and Conditional Formatting	**3 Hrs** **25-07-2023**	**Mr. Kumaravelan** Corporate Trainer Chennai, Tamil Nadu
Module 3: Forecasting Analysis • Correlation: Simple & Matrix Correlation, Bivariate Analysis and Partial correlation • Regression: Simple, Multiple, Linear & Non-Linear & Logistic Regression • Time Series	**3 Hrs** **26-07-2023**	**Dr. Subbulakshmi Somu** Assistant Professor DSCASC Bengaluru, Karnataka
Module 4: Prescriptive Analytics & Its Concepts • Predictive Analytics Basics: Simulation Models • Monte Carlo • Random Number Generation • Mixed Integer Models • Non Linear Models	**3 Hrs** **27-07-2023**	**Dr. Vishal Shukla** Associate Professor School of Business AURO University, Surat
Module 5: Applications of Business Analytics • Cluster Analysis – Concept, Methods, Types, Applications • K- means clusters - Hierarchical clusters two - step clusters – Centroid • Dendogram • Conjoint Analysis • Multidimensional Scaling	**3 Hrs** **28-07-2023**	**Dr. Kompalli Sasi Kumar** Associate Professor GITAM School of Business Hyderabad, Telangana
Total Number of Hrs.		**15**

Who Can Join?

- Managers or Employees
- Business owners who need to deal with employees and other people on a daily/regular basis
- Teaching faculty & Research Scholar
- Students (UG/PG) who would be working soon with corporates or those wanting to be entrepreneurs

What you will get?

- Live classes
- Recorded sessions (Max. Five days access)
- Practical Assignments
- Training Certificate
- E-Materials
- Necessary Demo / Trail Version Software will be provided

Key Information

Duration: 5 days (24-07-2023 to 28-07-2023)

Timings: 6 PM to 9 PM

Registration fees: **Rs.1,900** for participants from India and 50 US $ for participants from outside India

Note:

- Only 50 seats are available, therefore registration shall be made on first come first serve basis
- Recorded session link will be provided (Only View Option Max. Five Days)
- All participants will receive 'Certificate of Participation' after successful completion of the program
- Registration fee can be done through NEFT/IMPS Transaction (or) Gpay/Paytm/Phonpe

PATRONS

Prof. Jagannath Patnaik
Vice Chancellor
The ICFAI University
Sikkim

Dr. Anand Bethapudi
Professor & Associate Director
School of Management Studies
Guru Nanak Institutions
Hyderabad, Telangana

Dr. V. Selvarj
Secretary, Primax Foundation
Bengaluru, Karnataka

Dr. K.V. Ramanathan
Director
Primax Foundation &
Primax Educademy
Bengaluru, Karnataka

PROGRAM COORDINATOR

Prof. T. Rajeswari
President, Primax Foundation
Bengaluru, Karnataka
Phone: +91 8971725451

www.primaxfoundation.com

Happiness comes from giving Happiness…