Course Outline

1. Introduction to Analytics

**You get introduced to what is Business Analytics? How and where is it used? We walk through why is it important? And the future of business analytics from a job point of view.**

2. Setting up the Analytics tools

**We introduce you to the various Analytics platforms and tools that can be used to slove analytics problems. After which we provide you with the required tools that will be used through out the class.**

3. Descriptive Statistics

**We prepare the base in statistics over the next three sessions. In this session we discuss Population and Sample and it’s relevance. We then discuss various data summarizing techniques and measures**

4. Data Preparation

**Now that we’ ve set our Launchpad in KNIME/SAS and Statistics, let’s get prepared to deal with the nuances of data. As an analytics professional or as a SAS programmer, you would spend 90% of your time in cleaning and organizing your data. We discuss all the steps involved in doing so over here and prepare ourselves for predictive modeling. Also we understand the different types of variables and dealing with outliers, etc.**

5. Retail Segmentation

**We start working on real world projects from here. The first project is on segmenting customers in the retail industry and gain an understanding a popular method the RFM analysis**

6. Model Comparison ( Programming and Visual programming)

**Now that we’ ve set our Launchpad in KNIME/SAS and Statistics, let’s now compare the results from programming and non programming approach we have used in building our models. As an analytics professional you do not need to be a programmer to build models.We discuss all the steps involved in programming and benchmark against visual programming doing so will help prepare ourselves  and gain confidence that we are on the right track.**

7. Correlation & Simple Linear Regression

**We work on the concepts of covariance and correlation. We enter into the world of predictive modelling with simple linear regression**

8. Multiple Linear Regression

**After this gentle introduction to linear regression, we will proceed to using multiple linear regression for prediction.**

9. Predictive Modeling with Logistic Regression I

**We answer the question on what happens if we have categorical dependent variables. We get introduced to the concept of Logistic Regression. We work on a real life Bank data**

10. Predictive Modeling with Logistic Regression II

**We continue to work on the Bank data to develop an upsell model by applying the concepts of Logistic Regression**

11. Cluster Analysis

**How to go about un-supervised learning. Here we discuss and important data mining technique, the cluster analysis. We start the session with a discussion and application of hierarchical clustering model and then move into non-hierarchical clustering model**

12. Market Analysis

**Ever wondered why a retail store places the counter of soft-drinks beside wafers? Or how do companies decide upon bundled products and pricing? That’s what this session is all about, understanding customer behaviour and making informed decisions. We work on a real life Grocery store data for this session.**

13. Project Discussion on Churn Modeling

**Ok, now that you are equipped with the various modeling techniques, we now discuss the CHURN Modeling project assignment and finally, conclude the course with a round of Q&A.**

14. Project Assessment & Certification

**Finally we will assess your work  and if it meets the minimum  requirement we will issue you a certificate otherwise we will provide the required support where necessary and will required to make another submission.**

Other Benefits

**Live Classes**

* **This involves class room training taken by analytics experts from the industry .**
* **The classes are fully interactive and participants can ask questions and get doubts clarified one on one  and interact with other students**

**Learning Resources**

* **Participants have access to supplemental research material and software tools for model building.**

**Faculty Support**

* **Get to interact and clarify your doubts over email, phone or chat with the faculty after the classes.**
* **Live sessions for 2 hours each month will be held exclusively for question and answers. Students can make use of these sessions to resolve their doubts on assignments or classroom topics.**

Requirement for the BAP course

This course is  is highly practical and is well suited for all professionals. You do not need to be a programmer to understand this course. You just have to open your mind to new  ways of thinking. Whether you are a technical or non technical professional you are welcome to the world of Analytics.