



# Big Data Analytics @ LAQSH

## Course Highlights

- Prepares engineering graduates for a career in Business Analytics
- Industry driven curriculum and content
- Case studies on analytics in domains like telecom, financial services and retail
- All successful candidates will receive placement assistance

## Course Duration

- 6 weeks classroom training
- Full-day Classes

## Course Objective

This course prepares engineering graduates for a career in Business Analytics. Student will develop an understanding of core concepts and also gain proficiency in usage of tools like SAS & Excel. A blend of concepts along with practical industry oriented case studies; rounded off with employability skills is the perfect recipe for success for an engineering graduate aspiring to make it big in the analytics industry.

### Course Description

#### A. Basic Statistics & Business Analytics

- Understanding data
- Descriptive Statistics
- Probability & Probability Distributions
- Hypotheses Testing
- Correlation & Regression
- Data preparation for analysis (data cleansing & handling missing values)

#### B. Excel Basics

- Navigation
- Functions and Formulas (basic & advanced)
- Pivot tables & Charts

#### C. Excel Dashboarding

- Working with controls
- Using pivot charts to create Dashboards
- Connecting Excel to PowerPoint
- RDBMS and SQL
- Working with external data

#### D. Statistical Analytics System (SAS)

- Base and Advanced SAS
- SAS, GUI and SAS libraries
- Accessing database through SAS
- Output Delivery System (ODS)
- SAS functions & options

#### E. Big Data

- Introduction to Big Data and Hadoop
- Data warehousing and data marts
- Hadoopable problems

#### F. Quantitative Aptitude

- Data Interpretation
- Skill focus on thinking, problem solving and decision making skills

#### G. Employability Skills

- Professional skills
- Business Communication skills.
- Interview & life skills

**BECOME EMPLOYABLE NOW**

### Quick Facts:

- Big data relates to rapidly growing, structured and unstructured datasets with sizes beyond the ability of conventional database tools to store, manage and analyze them.
- Global analytics market to explode to \$25 billion in 2015 from \$5.5 billion in 2011; that means lots of opportunities globally.
- India alone needs 1,00,000 Business Analysts over next two years.

# Placement Assistance

On course completion, the student will be:

- Able to use Excel Dashboarding to represent data efficiently.
- Able to use SAS, and SQL to retrieve, summarize, group, sort and process data.
- Able to understand core statistical concepts and their importance in decision making.
- Able to appreciate the applications in domains like telecom, financial services and retail.



- LAQSH Job Skills Academy was set up to enhance the employability of youth.
- We have partnered with IIIT-B for accreditation and benchmarking of IT skills.
- LAQSH is a premier partner of National Skill Development Corporation (NSDC) and National Association of Software and Services Companies (NASSCOM).
- Loan Partner– Central Bank of India.



## FAQs

### What is Analytics and why is it used?

Business analytics is the process of using statistical methods on organization's historical performance data. This is used to develop new insights to problems in business processes.

### What are the requirements to be a business analyst?

A business analyst needs to be strong in statistics, numerical analysis, & modeling processes. For engineering students a good programming background and proficiency in working with tools like SAS, Excel & SQL is mandatory.

### Who are the main recruiters ?

Currently consultancy services in the IT sector are the major recruiters in analytics. By 2015, we expect manufacturing, retail, financial services, telecom and healthcare also to be hiring in a big way!

**Big data is the 'next big thing': data analysis methods are the next generation techniques to optimize the bottom line.**

***DO THE COURSE RIGHT AWAY, THE LAQSH WAY***

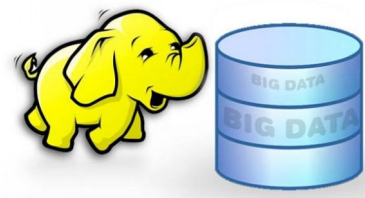
#### Pre- Requisites

- 60% minimum in B.E/ B.Tech Class XII and X.
- Candidates are required to have minimum 95% attendance.
- Students who fulfill the academic requirements including assignments, tests, etc. will qualify for the certificate.
- Placement assistance will be provided to all successful students.

#### Pedagogy

- Assignments for individual and group work to encourage creative thinking and problem solving.

- Hand-outs and course material will be provided to all students.
- On-going formative assessments to get feedback on the student learning progress.
- Lectures on weekends from Industry practitioners to ensure expectations in line with the industry.
- Video recording of presentations will be done to give feedback to students on their improvement areas.
- Group discussions and team work will be part of the pedagogy.



#### Laqsh Job Skills Academy

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**www.laqsh.com** or

 /LaqshJobSkills