

Program: Basics of Analytics (DCRFD)

Develop a passion for learning. If you do, you will never cease to grow.

Objective:

Certification program developed specially for young graduates and professionals aspiring to pursue a career in analytics and keen to enhance their technical skills with exposure to cutting edge practices.

Program is designed to help participants understand data analytics lifecycle and apply statistical knowledge and techniques to business context. The emphasis in this program will be on developing fundamental concepts with a strong understanding of information within the data, using predefined data sets to do hands on exercise.

Target Participants:

Graduates/Post Graduates & Working Professionals etc.

Program Code	Total Duration	Program	Approach		
			Classroom	Online	Onsite
DCRFD	1 Month	Basics of Analytics	✓	✓	✓

Program Content:

Module 1	Introduction to Analytics & It's Application	Introduction to analytics & different terms of analytics Latest Trends of analytics Business Analytics In Practice-Asset Health Analytics, Supply Chain Analytics, Operational Analytics, HR Analytics, Financial Analytics, Marketing Analytics, Text Analytics
Module 1	Descriptive Statistics I (with Excel practice)	Introduction to data: Importance of data, Population vs. sample, Types of data, Types of variable, Summarization of data, Measure of Central Tendency: Mean, Median, Mode, Standard Deviation, Variance, Skewness, Kurtosis, Spread of data
Module 2	Descriptive Statistics II	Understanding Data Distribution: Normal Distribution, Properties of Normal Distribution, Standard normal distribution, Standardization of Data Probability Distribution: Probability Basics, Conditional Probability, Baye's Theorem, Binomial Distribution, Poisson Distribution, Central Limit Theorem, Understanding distributions by solving Examples
Module 3	Inferential Statistics I	Sampling: Types of sampling, Simple Random sampling, Methods of simple random sampling, Stratified Sampling, Cluster sampling, Purposive Sampling, Selecting appropriate sample size Hypothesis Testing: Null Hypothesis, Alternate Hypothesis, Types of Errors, Level Of significance, P Value, Decision Criteria

Module 4	Inferential Statistics II	Estimation: Concept of parameter, Statistic, Parametric & Non -parametric test Parametric tests: t Test, z test, f test, chi- square test Non- Parametric test: Score Test, Odds ratio
Module 5	Introduction to tools	Introduction to Basic of R, Python Introduction data visualization tool : Power BI, Tableau

To Enroll

Register at: <https://www.defouranalytics.com/register>

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