



Introduction to Business Analytics Duration- 2 Months

Business Intelligence:

- Definitions and Examples in Business Intelligence
- Need, Features and Use of Business Intelligence (BI)
- BI Component
 - o Data Warehouse
 - o Business Analytics
 - o Business Performance Management
 - o User Interface.

Business Analytics:

- Introduction to Business Analytics (BA) – Need
- Components (Business Context, Technology, Data Science).
- Types (Descriptive, Predictive and Prescriptive).
- Business Intelligence versus Business Analytics.
- Transaction Processing v/s Analytic Processing
 - o OLTP v/s OLAP
 - o OLAP Operations
 - o Data models for OLTP (ER model) and OLAP (Star & Snowflake Schema)

Types of Digital Data:

Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data

Data Warehouse:

- Definition, characteristics, framework
- Data lake



Business Reporting, Visual Analytics:

- Definition, concepts
- Different types of charts and graphs
- Emergence of data visualization and visual analytics

Data Mining:

- Concepts and applications
- Data mining process.

Text & Web Analytics:

- Text analytics and text mining overview
- Text mining applications
- Web mining overview
- Social media analytics
- Sentiment analysis overview

Big Data Analytics:

- Definition and characteristics of big data
- Fundamentals of big data analytics

Business Performance Management:

- Business performance management cycle
- KPI, Dashboard

Analytics in Business Support Functions:

- Sales & Marketing Analytics, HR Analytics
- Financial Analytics
- Production and operations analytics
- Analytics in Industries: Telecom, Retail, Healthcare, Financial Services