

INTRODUCTION

Data is all around us and many organizations realize the huge potential of Analytics in turning data into revenue. Analytics has become a major driving force and trained, competent professionals in Analytics are very much in demand. Its impact on management has created a demand for an entirely new array of leaders. These emerging knowledge leaders must be able to effectively and efficiently guide their organizations into the future, by continuing technical advancements and increasing reliance on analytics to remain competitive in business.

Through a four day guided tour on various aspects of Analytics, this foundational course aims to provide hands-on skills and knowledge to be able to analyze, interpret, and derive crucial insights about data in a given business setting. Completing the programme will ensure that the participants demonstrate to their potential or current employer that they understand and appreciate the various approaches of analytics to deliver real benefits.

KEY OBJECTIVES

- To demonstrate the power of data analytics using case studies
- To explore data for understanding data characteristics
- To learn appropriate statistical techniques for analysing data
- To gain hands-on skills through lab sessions
- To interpret and derive useful insights
- To understand and appreciate the use of Analytics in real world problems

PROGRAM HIGHLIGHTS

- Curriculum delivered by a blend of experienced faculty and industry experts
- Lab sessions on R
- Combination of lectures, case studies and class discussions to facilitate understanding of Analytics in data driven decision making.

LAB SESSION

The open source software R is a programming language and an environment for statistical computing and graphical reporting. R studio interface will be used throughout the program to carry out statistical analysis. Participants are expected to bring their laptops for gaining skills through hands on exercises in lab sessions.

WHO MAY BENEFIT

The program is suitable for anyone who is interested in starting a new career in analytics or those who are already working in this domain to enhance their knowledge. For analysts who need to develop the skills and competencies and desire an in-depth understanding and grasp of key techniques, this Program takes the practitioners to the next level.

WHAT YOU'LL LEARN

- ❖ Data and Statistics
- ❖ Descriptive Statistics
- ❖ Data Exploration
- ❖ Normal Distribution
- ❖ Testing of Hypotheses
- ❖ Simple Linear Regression
- ❖ Multiple Linear Regression
- ❖ Logistic Regression
- ❖ Unsupervised Learning

- Sessions on real life applications of Analytics will also be conducted by experts.

FACULTY

Faculty members of Shailesh J Mehta School of Management, IIT Bombay will conduct the course. Industry experts and academicians from reputed institutes also contribute to the course by giving lectures and presenting real-life cases.

ELIGIBILITY

Graduates with minimum 2 years of work experience / Post Graduates are eligible to apply. Preference will be given to the applicants with Graduation / Post Graduation in Mathematics / Statistics / Operations Research and experience in the broader domain of Analytics. Screening and selection will be done by the course coordinator.

VENUE FOR CLASSES

Classes will be held at IIT Bombay.

LECTURE NOTES / BOOKS

To fully realize the objectives of the course, the lecture notes / slides will be made available to the participants during the programme.

ACCOMMODATION

Accommodation can be provided for outstation participants on chargeable basis, if requested during online registration.

COURSE FEES

Rs.71980/- per participant inclusive of GST.

No income tax is to be deducted at source from the course fee, as IIT Bombay is exempt from the same. The course fee includes course material, lunch and coffee/tea.

IMPORTANT DATES

Registration last date: **10th December 2019 (Tuesday)**

Course dates: **5th to 8th February 2020 (Wednesday - Saturday)**

Note: Registration with incomplete information will not be entertained.

Please note that Certificate of Participation would be issued to the candidates who have registered and participated in the course.

For Online registration and payment, please visit below link:

https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=2523

After registering online, please send the scanned copies of the following documents to analytics@som.iitb.ac.in

1. Copy of Last Degree Certificate and Mark sheet
2. Work profile not exceeding 100 words
3. Passport size photo



CEP Short Term Course on

Analytics in Practice

February 5- 8, 2020

Coordinator

Prof. Usha Ananthakumar
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Office of
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