

## **INTRODUCTION**

Business Analytics has become indispensable in today's competitive world. This program is designed to equip the participants with the required foundational skills to make informed decisions in their organizations. The program will emphasize on practical understanding of various concepts to harness the power of analytics in gaining valuable business insights.

## **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 analyse data through hands on sessions
- To interpret and derive useful insights
- To understand and appreciate the use of techniques in real world problems

## **WHO MAY BENEFIT**

Working professionals who have interest to develop the skills and competencies and desire an in-depth understanding of key techniques to implement the same in practice.

## **PEDAGOGY**

Combination of lectures, cases and hands on practical sessions will be used to deliver the content of the program. It is desirable that the participant has access to a desktop or a laptop for gaining skills through hands on sessions.

## **COMPUTING**

Hands on sessions will be conducted using StatTools, an excel add-in for statistical data analysis. StatTools is a part of the powerful DecisionTools Suite by Palisade Corporation.

## **COURSE CONTENT**

- Introduction to Analytics
- Know Your Data
- What do Descriptive Statistics Tell us
- Analysis of Variance
- Predictive Models Using Regression
- Predictive Models Using Logistic Regression
- Unsupervised Learning

## **COURSE MATERIAL**

One integral part of the course material is the ebook "Business Analytics: Data Analysis and Decision Making by Albright, S.C and Winston, W.L, Sixth Edition, Cengage Learning, 2019". This book provides a link to the academic version of DecisionTools Suite by Palisade Corporation that can be used for a period of two years. This Suite includes seven separate add-ins: @RISK, StatTools, PrecisionTree, TopRank, NeuralTools, Evolver and BigPicture.

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

## **FACULTY**

Faculty members of Shailesh J Mehta School of Management, IIT Bombay will conduct the course. In addition, the program will also involve academicians from reputed Institutes and Industry experts to provide insights and perspectives related to current trends and challenges in this domain.

## **ELIGIBILITY**

Graduates with minimum 50% marks (or equivalent grade) having two years of work experience / Post Graduation are eligible to apply.

## **PROGRAMME DELIVERY**

Live online sessions will be delivered.

## COURSE FEES

Rs.20000/- per participant plus GST @18%.

No income tax is to be deducted at source from the course fee, as IIT Bombay is exempt from the same.

## IMPORTANT DATES

Registration last date: **27<sup>th</sup> November 2020 (Friday)**

Course dates: **5<sup>th</sup> – 6<sup>th</sup> December 2020 (Saturday and Sunday)**

Course timings: 9.00 am to 6.00 pm with short breaks

## REGISTRATION PROCESS

Candidates will have to login and register online on the CEP website.

### Link for Registration:

[https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c\\_id=3933](https://portal.iitb.ac.in/ceqipapp/courseDetails.jsp?c_id=3933)

## CERTIFICATE

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

For registration and any other information, please get in touch with us at [analytics@som.iitb.ac.in](mailto:analytics@som.iitb.ac.in)



CEP Short Term Course on

# Essentials of Business Analytics

**December 5 - 6, 2020**

Coordinator

**Prof. Usha Ananthakumar**

Shailesh J Mehta School of Management

Office of  
Continuing Education & Quality Improvement Programmes

**Indian Institute of Technology Bombay**  
**Powai, Mumbai – 400 076**