

# Certification in Data Analytics

 E-learning certification





Organisations see data as an asset. Managed well, data can help define long-term business strategy, enhance systems and streamline business processes, better manage risks out of the business and help gain a competitive advantage.

Analytics is becoming a central focus of leadership agendas because of its potential to improve profitability, mitigate risk and ensure a sustainable organisation. Advances in technology are raising expectations for leadership, creating new needs and transforming the way we do business.

Yet many fail to realise its true potential. For some, the challenge is the sheer volume of data or identifying actionable insights, and for others, it is due to the cost and time implications.

Our experience working with dynamic high-growth businesses and building unique, market-leading analytics platforms gives us unrivalled insights into how data can be used to transform organisations.

Learning and Development Academy by Grant Thornton Bharat brings to you an e-learning module on data analytics that will help you to understand how to transform data into business and operational insights, maximise the value of data for your organisation, rapidly analyse thousands of curated data sets and develop reporting dashboards that enable easier access to data.

Our training methodologies and use cases ensure that the training output is efficient and produces relevant insights.

## Programme objectives

This programme will help you to:

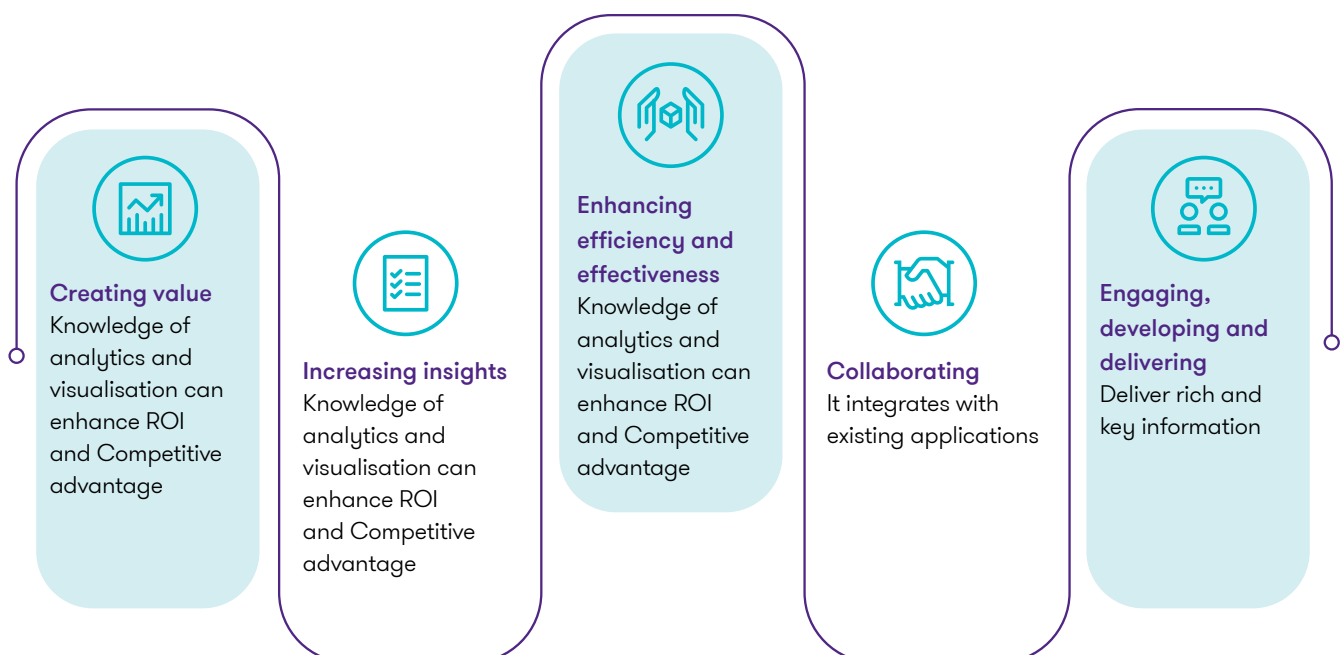
- understand analytics and visualisation techniques that can be applied to uncover customer potential, shape product and service designs, optimise business processes and support critical regulatory compliance requirements
- increase the effectiveness of decision-making that can yield significant returns
- help us answer a business question better, faster and more reliably
- identify profit-maximising decisions, understand trade-offs and improve communications, collaboration and trust
- transform the business — and your function in it — by making forward-looking, rich content available for the enterprise's consumption

## Course and deliverables

The programme will focus on:

- structuring data, sourcing the right data, managing the planning, design and execution of an analysis, and helping communicate, interpret and implement the results
- identifying, remediating and resolving the risk analytics and data management deficiencies
- understanding your customer better through segmentation, identification and targeting, and supporting effective marketing strategies and campaigns
- creating high-performing structures, processes and technology-enabled delivery models
- gaining access to real-time, actionable customer and market information to make informed and multi-layered business decisions
- defining strategy, processes and key performance indicators as per industry best practices to monitor the overall performance against the competitors

**No matter the industry, domain or position, this course is relevant because it helps in**







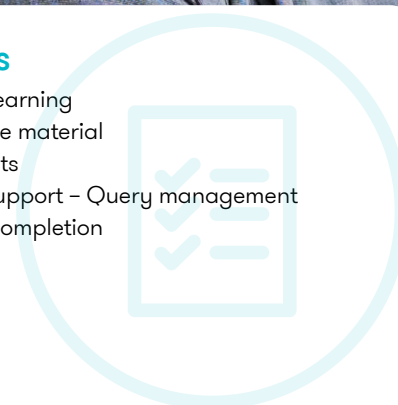
### Who should attend

- Professionals
- Entrepreneurs
- Students
- Business analysts
- Business intelligence managers
- Statisticians and analysts
- Data scientists
- Project managers



### Deliverables

- 25 hours of e-learning
- Essential course material
- Assessment tests
- Post-training support – Query management
- Certificate of completion



## Programme agenda

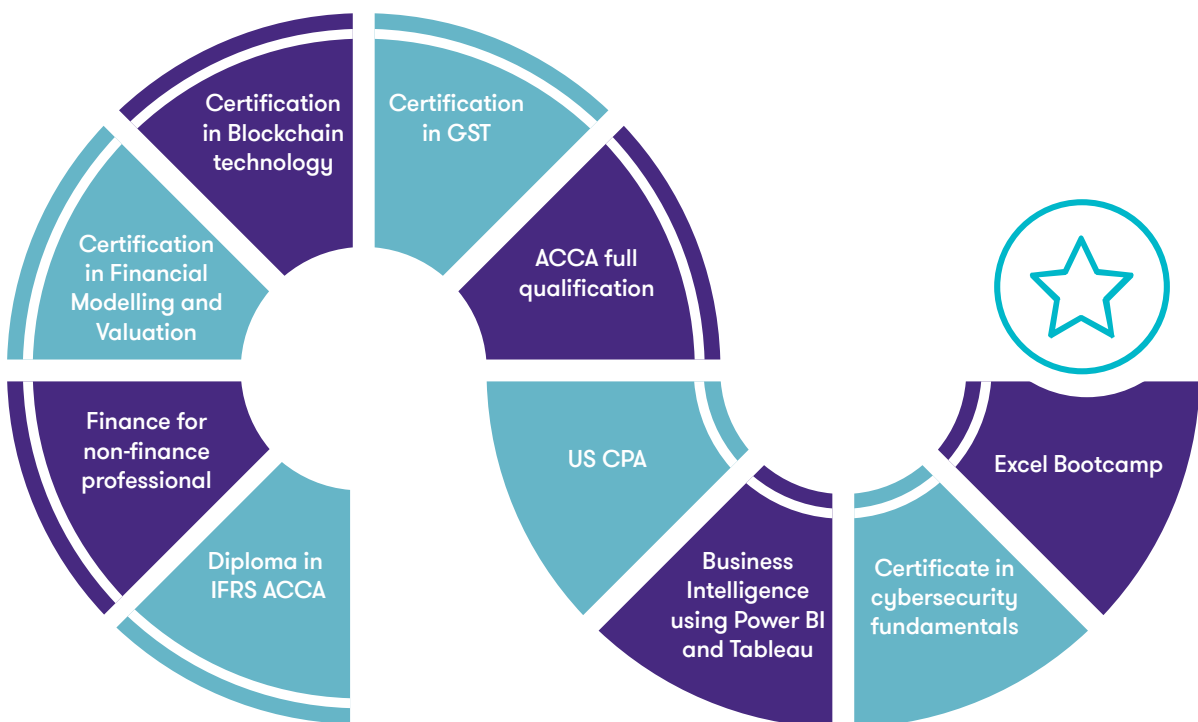
S.no	Topics
<b>1</b>	<b>Introduction and Programming</b>
1.1	Introduction to Data Analytics
1.2	Introduction to R
	R programming
	R programming - Case Study
	Customer Churn
<b>2</b>	<b>Statistics and Visualization</b>
2.1	Data Visualization :Various graphs, charts
2.2	Data Visualization : Advance
2.3	Descriptive Statistics: Basic statistical techniques including data properties:
	Hypothesis testing
	Dplyr package
2.4	Linear Regression Model
2.5	Multinomial Linear Regression
	Multinomial Linear Regression - Case Study
2.6	Logistic Regression

S.no	Topics
2.7	Multinomial Logistic Regression
	Multinomial Logistic Regression - Case Study
<b>3</b>	<b>Advance Methods</b>
3.1	Introduction to Artificial intelligence, ML and Deep learning
3.2	Neural Networks
3.3	Support Vector Machines (SVM)
	Support Vector Machines (SVM) - Case Study
3.4	Decision Tree
	Random Forest
3.4	k-nearest Neighbours
	k-nearest Neighbours - Case Study
3.5	Clustering [ K Means]
3.6	Principle Component Analysis
	Principle Component Analysis - Case Study





## Our top programmes



## Snapshots of our programmes

**Fees:**  
**INR 15,000 + taxes**

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## Leverage Grant Thornton Bharat's experience across domains

The Learning & Development Academy by Grant Thornton Bharat offers learning solutions that are cross-functional and imparted through a blended model. Our trainers are seasoned experts who impart practical knowledge backed by case studies.

More than  
**10,000+**  
professionals trained

**250+**  
training batches

Our participants rate us  
**4.5/5**

## Features of e-learning and LMS

Two-way communication through "Ask the expert"

Flexible – learn anytime from anywhere

Accessible on mobile and tablets

Offers remote learners an engaging learning experience

Query resolution within 24 hours

Cost-effective



## To know more about our solutions, please contact:

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# About Grant Thornton Bharat

Grant Thornton Bharat is a member of Grant Thornton International Ltd. The firm is at the forefront of helping reshape the values in our profession. We are helping shape various industry ecosystems through our work across Assurance, Tax, Risk, Transactions, Technology and Consulting, and are going beyond to shape a more Vibrant Bharat



6,500+ people



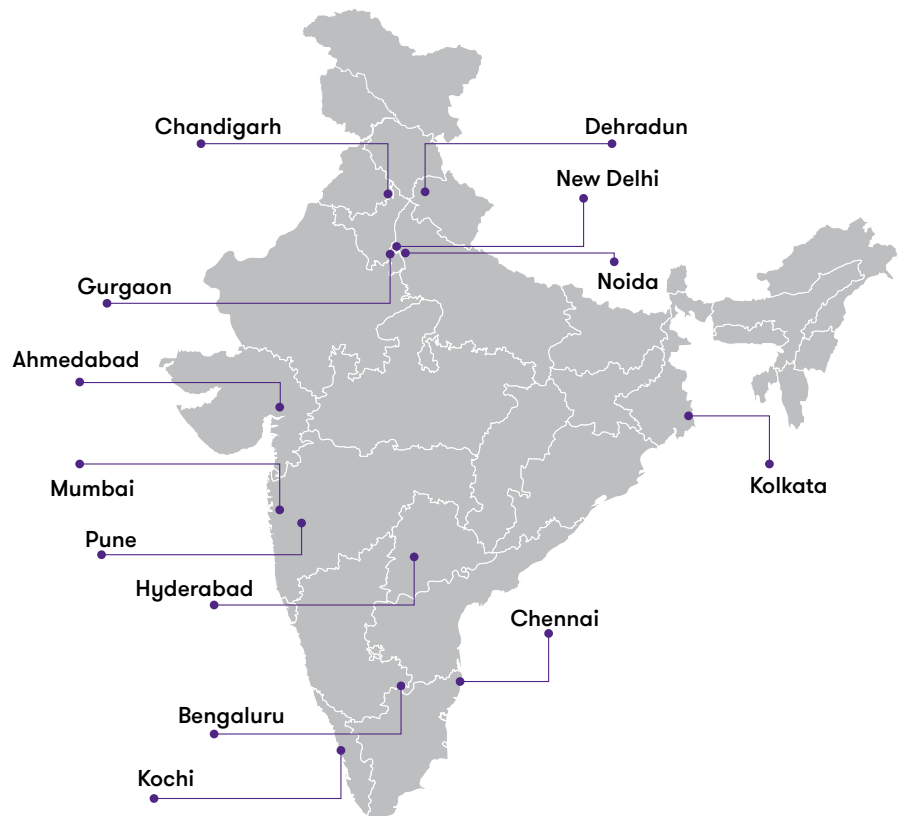
15 offices in 13 locations



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Grant Thornton Bharat has a dedicated Sports Advisory practice



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