

Business Analytics Training

2 Days

Course Outline

Day	Topics Covered
1	<ul style="list-style-type: none"> • Demystifying Analytics • Descriptive Statistics <ul style="list-style-type: none"> ○ Types of data ○ Measures of central tendency and dispersion ○ Probability & Probability Distribution ○ Data Visualization ○ Understanding Dimensionality – (Data Engineering) • Inferential Statistics <ul style="list-style-type: none"> ○ Estimation Theory <ul style="list-style-type: none"> ▪ Sampling Distribution ▪ Point Estimation ▪ Interval Estimation ○ Testing of Hypothesis <ul style="list-style-type: none"> ▪ Inference about one population means ▪ Inference about two populations means ○ Permutation & Randomization Test
2	<ul style="list-style-type: none"> • Introduction to Machine Learning <ul style="list-style-type: none"> ○ Supervised & Unsupervised Learning ○ Predictive and Prescriptive Modelling ○ Applications of Machine Learning (e.g. Procurement & Pricing) ○ Model based v/s Algorithmic approach • Supervised Learning <ul style="list-style-type: none"> ○ Regression Concepts ○ Simple Linear Regression ○ Naïve Bayes Classification ○ Tree-Based models – Decision Tree • Unsupervised Learning <ul style="list-style-type: none"> ○ Clustering <ul style="list-style-type: none"> ▪ K-Means Clustering ○ Association Mining <ul style="list-style-type: none"> ▪ Apriori Algorithm

Note:

1. The trainer will demonstrate the concepts using a combination of R or Python. But the course does not include any topics on programming concepts of R or Python.
2. Throughout the training the trainer will take up various practical examples.
3. We would expect the participants to have some basic background on College Mathematics (Std. 12th) & Computer Programming (preferably Python).