



Certification Program in

BUSINESS ANALYTICS

Course duration: 5.5 months



About Us

upGrad Campus is a

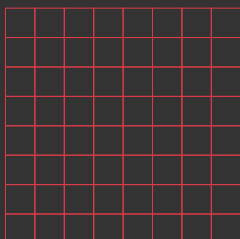
video learning platform for online education,

with certificate courses specially curated for college students and young adults. As an affiliate of upGrad, India's largest online higher education company, upGrad Campus aims at making every graduate job-ready, with professional skills and practical know-how for the most sought-after fields of work.

Our aim is simple: We strive to create high-impact, hands-on experiences that prepare learners for meaningful and productive careers.

Ronnie Screwvala

Co-founder and Executive
Chairman, upGrad



Become invaluable to all businesses today!

Interested in Data? Have the right business acumen?

Become a Business Analyst!

Have a look at the companies that are hiring actively for this role!

Highest Salary
for Freshers
13 LPA



Highest Salary
for Freshers
7.5 LPA



Highest Salary
for Freshers
7 LPA



Highest Salary
for Freshers
12 LPA

Highest Salary
for Freshers
13 LPA

Highest Salary
for Freshers
8.5 LPA

**Sectors you can work in after
finishing your Business Analytics Certification**

Healthcare | Aviation | Finance | IT | Supply Chain Management | E-Commerce

Roadmap to starting your career in Business Analytics with upGrad Campus

Understand Problem Solving

Skills - S.M.A.R.T Framework and MECE Approach

1

Get good with Data Visualisation

Skills - Tableau and PowerBI

2

Learn Data Analysis using Excel

Skills - Lookup Functions, What-If Analysis and Regression in Excel

3

Use Python to analyse data efficiently

Skill - Python and MySQL

4

Derive meaningful insights from data

Skills - Draw Statistical Inferences, Test Hypotheses, EDA

5

6

Stay relevant with Generative AI

Skills - ChatGPT for SQL querying and No code Analytics



Business Analytics Job-ready Certification Course

Best in-class curriculum by industry experts.

Program Eligibility

A love for data and solving business problems is the first set of criteria to take up our Business Analytics certification. The entire program is designed for freshers, and covers everything from Data Analysis and Statistics to Data Visualisation tools. It is a course well-suited for beginners from all fields!

Top Skills you'll learn

Python, Tableau, MySQL, PowerBI, Advanced Excel, Stock Analysis, Generative AI for No Code Analytics and SQL Querying, Problem Solving and so much more!

Global Standard Curriculum

Our robust and beginner-friendly course will give you

370+ Hours of Learning Content

100+ Hours of Live Sessions

68+ Hours of Recorded Classes

Practical Learning

8 Projects

35 Case Studies

9 Tools

77 Practice Caselets



Why Choose to Learn Business Analytics with upGrad Campus?



Guaranteed Certification

by upGrad Campus.



Beginner Friendly Course

that covers all the fundamentals of Business Analytics.



Industry Leaders

in the form of Mentors.



Dedicated Student Support

from Teaching Assistants and Peer-groups.



Recorded Sessions

that you can access content for up to 3 years.



Job-ready Projects

based on real world experience.



Easy Doubt Resolution

through doubt-clearing sessions and peer support groups.



4 hours of Live Classes Every Weekend

to interact 1:1 with industry experts and TA's.



Crack Interviews

and impress recruiters with your Analytical skills.

Course Curriculum

Certification in Business Analytics

01 Business Problem Solving

- Research the Domain
- Interviewing the Internal and External Clients
- Different Frameworks such as SPIN, 5Ws
- Documentation
- Business Model Canvas
- Issue Tree Framework
- Specialised Frameworks
- 4Ps Framework
- 5C Framework

02 Analysing Patterns and Storytelling

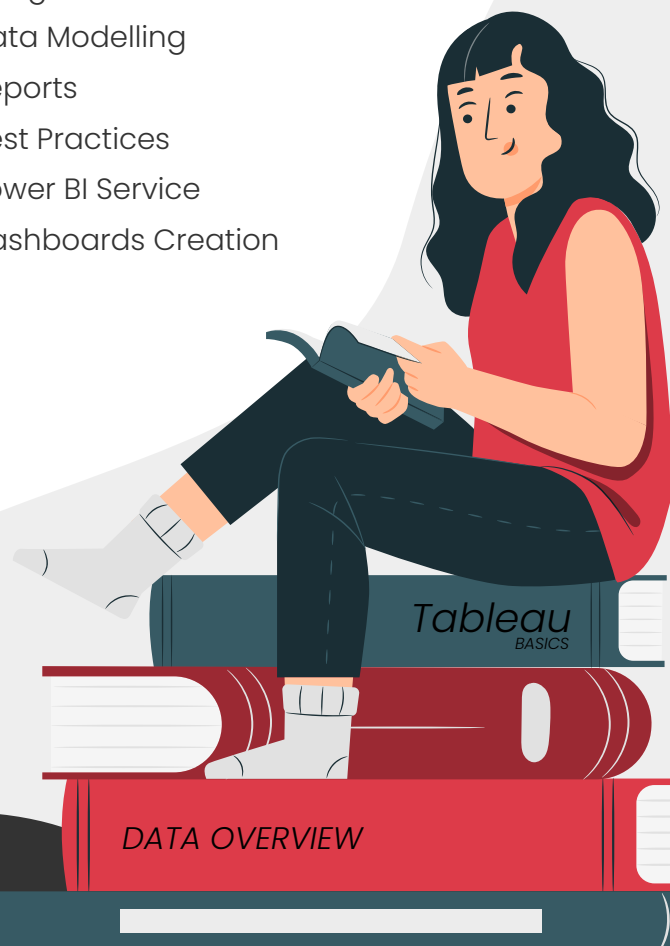
- Five Patterns of Insights
- Analysis Approach
- Insights Demonstration
- Pyramid Principle
- Logical Flows and Usage of Words
- Visualisation of Quantitative Data
- Visualisation of Qualitative Variables
- Visual Design Principles and Storyboarding

03 Visualisation with Tableau

- Getting Started with Tableau/Power BI
- Charts
- Plots
- Hierarchies
- Grouping and Tree-Maps
- Functions
- Dashboards Creation
- Storytelling
- LOD Expressions

04 Visualisation with Power BI

- Power BI Overview
- Data Preparation
- Using DAX
- Data Modelling
- Reports
- Best Practices
- Power BI Service
- Dashboards Creation



05 Introduction to Data Analysis

- Slicing and Dicing Data
- Complex Functions
- Cell Referencing and Text Functions
- Creating and Formatting Charts
- Creating a Pivot Table
- Analysing Data in a Pivot Table
- VLOOKUP - Linking Data from Multiple Files and Tables
- What-If Analysis

06 Basics of Python

- Data Types and Operations
- Data Structures
- Control Structures and Functions
- OOP
- NumPy
- Matplotlib
- Pandas

07 Introduction to SQL

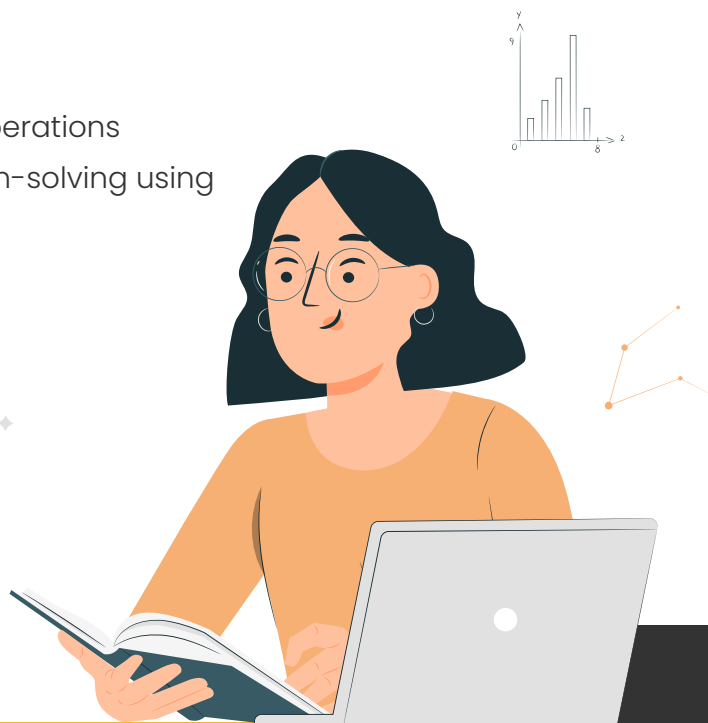
- Database Design and Data Warehouse
- Data Modelling
- SQL Querying
- Joins and Set Operations
- Business Problem-solving using Data Modelling

08 Exploratory Data Analysis and Statistics

- Inferential Statistics
- Hypothesis Testing
- Data Sourcing
- Data Cleaning
- Univariate Analysis
- Bivariate Analysis
- Derived Metrics

09 Predictive Analytics

- Linear Regression
- Clustering
- Classification
- Logistic Regression
- Decision Trees
- Time-Series Forecasting
- Market Basket Analysis



10 Capstone Project - New Market Entry

Analyse the given data about a mobile company's customers in China and use the results and findings to predict the scenario in the Indian Market

11 Financial Analytics

Financial Statements

Financial Ratios

Time Value of Money

Financial Risks

Capital Structure

Stock Analysis & Portfolio Management

12 ChatGPT & Generative AI

Using ChatGPT to Improve Efficiency

SQL Querying Using ChatGPT

Using ChatGPT for Excel

No Code Analytics

Overview of Generative AI Tools

Prompt Engineering Basics

Applications of Generative AI



Master Business Analytics Concepts with 8 Hands-on Projects



SaaS Pipeline Conversions - Formulate hypotheses for low sales conversions faced by a SaaS startup, and analyse the dataset provided to arrive at possible solutions to increase it.



IPL Visualisation - Build a Tableau dashboard of IPL statistics over the years in order to create an infographic for a newsletter.



Superstore Sales - Create a report containing a summary of sales for the corporate customer segment at Superstore Sales retail store.



Movies Dataset - Find insights on entities such as actors, directors, etc. for a set of movies released between 1916 and 2016 by exploring a dataset of the same.



RSVP Movies - Use SQL to analyse the data of movies released from 2017-2019 and give recommendations based on the insights.



Sun Pharma Case Study - Apply the knowledge of Probability and Hypothesis Testing to help make decisions at Sun Pharma.



Bank Marketing - Analyse a bank's marketing campaign dataset and apply the concepts of EDA to derive insights for a future marketing campaign.



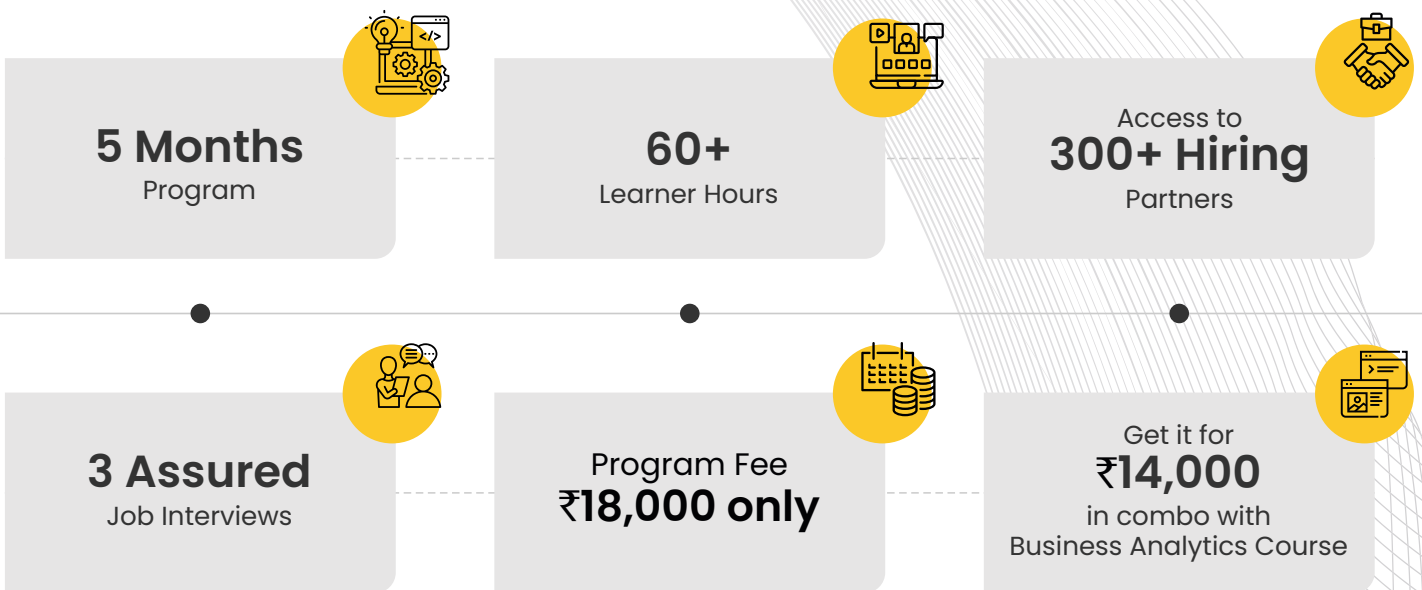
Market Entry Analysis - Apply concepts of Predictive Analytics to assist a mobile manufacturing company in making a business decision to enter a new market.



Get 3 Assured Job Interviews with Placement Plus

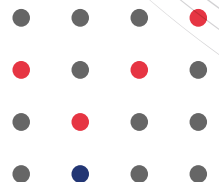
Become 100% Placement-ready with this Add-on Program

Get trained on aptitude and soft skills with Placement Plus - an add-on course designed to help you crack your interview and take you to your dream company.



5 Months of LIVE Training to Land Your Dream Job

- Resume Building
- Problem Solving & Logical Reasoning
- LinkedIn Profile Creation
- Public Speaking & Oral Communication
- Quantitative Training
- Non-verbal Communication
- Mock Interviews
- Group Discussions



Program Details

Course starts

Please refer to the website
for program start dates

Duration

5.5 months

Fee structure

₹ 65,000
₹ 47,000/-

Program hours

370+ Learner Hours
4 Hours of Live Sessions
every weekend

For admissions, contact

1800 210 7070

admissions.campus@upgrad.com

upGrad
Campus 

