



Certification Program in

# **BUSINESS ANALYTICS**

Course duration: 4.5 months



## About Us

upGrad Campus is a

### video learning platform for online education,

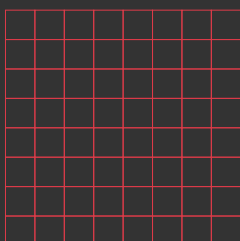
with certificate courses specially curated for college students and young adults. As an affiliate of upGrad, India's largest online higher education company, upGrad Campus aims at making every graduate job-ready, with professional skills and practical know-how for the most sought-after fields of work.



“ 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

## Learn Data Analysis using Excel

Skills - Lookup Functions  
WHATIF Analysis and Regression in Excel

2

## Get good with Data Visualization

Skills - Tableau and PowerBI

3

## Learn to optimize Database designs

Skill - MySQL

4

## Sharpen your know-how with Financial Analytics

Skills - Financial Analytics, Stock Analysis  
and Portfolio Management

5

6

## Stay relevant with Generative AI

Skills - ChatGPT for SQL querying  
and No code Analysis



# 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 Data Statistics to Data Visualization tools.

It is a course well-suited for beginners from all fields!

## Top Skills you'll learn

Tableau, MySQL, PowerBI, Advanced Excel, Stock Analysis, Generative AI for No code Analysis and SQL querying, Problem Solving and so much more!

## Global Standard Curriculum

Our robust and beginner-friendly course will give you

**250+ Hours** of Learning Content

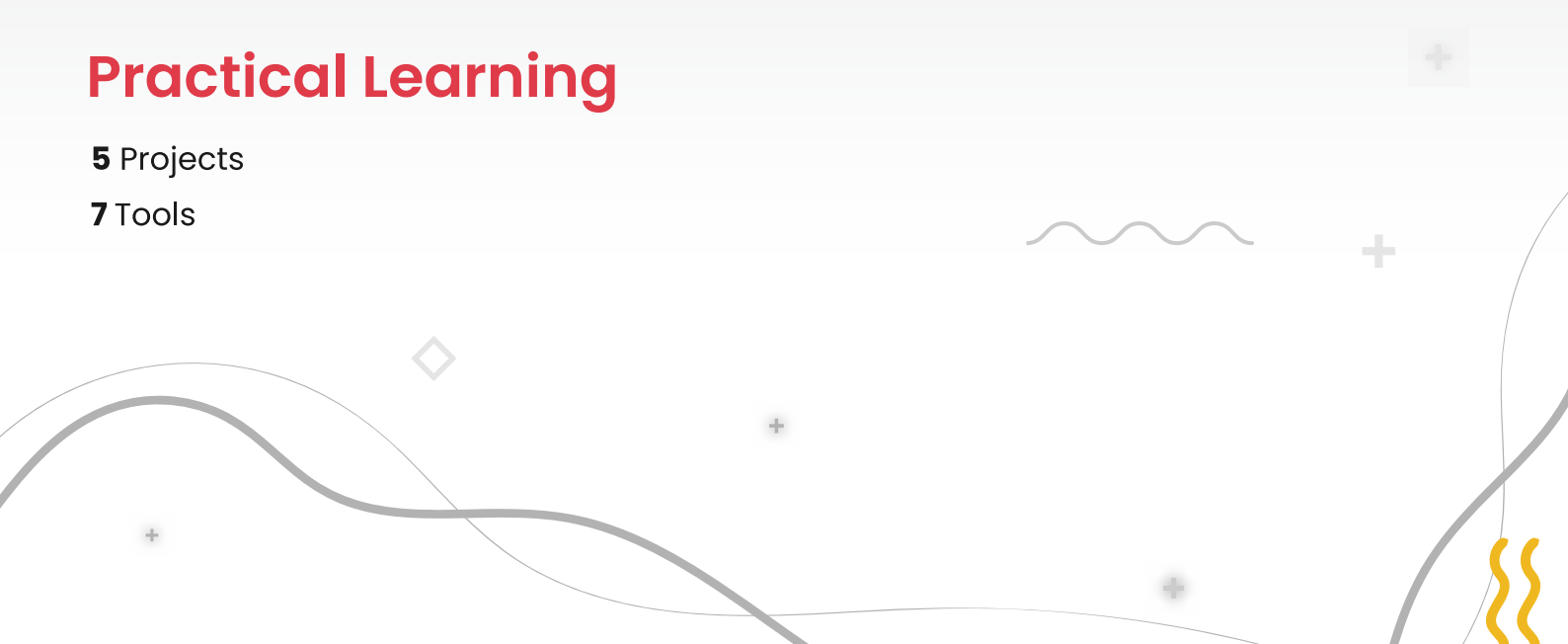
**80+ Hours** of Live Sessions

**170+ Hours** of Recorded Classes

## Practical Learning

**5** Projects

**7** Tools



# 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.



## **Live Classes on Weekends**

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 Introduction to Data Analysis

- Understanding the Excel Interface
- 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

### 02 Understanding the Domain

- 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

### 03 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

### 04 Visualisation with Tableau and Power BI

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



## 05 Exploratory Data Analysis and Statistics

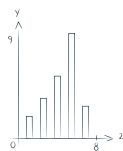
Inferential Statistics  
Hypothesis Testing  
Data Sourcing  
Data Cleaning  
Univariate Analysis  
Bivariate Analysis  
Derived Metrics

## 06 Introduction to Database and MySQL (Optional)

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

## 07 Predictive Analytics

Linear Regression  
Clustering  
Classification  
Logistic Regression  
Decision Trees



## 08 Financial Analytics

Financial Statements  
Financial Ratios  
Time Value of Money  
Payback Period  
Financial Risks  
Capital Structure  
Financial Forecasting and Modelling  
Risk Analysis and Management  
Fraud Analysis

### Stock Analysis & Portfolio Management

#### Case Study:

- Portfolio management
- Capital asset pricing model
- Stock price prediction

## 09 ChatGPT and Generative AI

Using ChatGPT for Communication and Research  
SQL Querying Using ChatGPT  
Using ChatGPT for Excel  
No Code Analytics  
Other Generative AI Tools  
Prompt Engineering Basics  
Decision Trees

## 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





# Placement and Career Support

Sign up for these add-on programs to take your career to your dream company!

## Programs to get you Guaranteed Internship/Job Opportunities

Join these programs at just Rs. 18000 or opt for these programs in combination with the Business Analytics Course and get **22.2% off!**

### Internship Plus

2 months program

Guaranteed Internship Opportunities in top companies

Designed for 1st year, 2nd year & 3rd year students

### Placement Plus

5 months program

Guaranteed Job Opportunities in top companies

Designed for 4th year students and freshers

Our Placements Team will guide you in every step towards your dream company



## Program Details

Course starts

Please refer to the website  
for program start dates

Fee structure

~~₹ 60,000~~  
₹ 40,000/- (+GST)

Duration

4.5 months

Program hours

200+ Learning Hours  
Live Sessions every  
weekend

For admissions, contact

1800 210 7070

[admissions.campus@upgrad.com](mailto:admissions.campus@upgrad.com)

**upGrad**  
**Campus** 

