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!

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

Learn Data Analysis using Excel
Skills – Lookup Functions
WHATIF Analysis and Regression in Excel

Get good with Data Visualization
Skills – Tableau and PowerBI

Learn to optimize Database designs
Skill – MySQL

Sharpen your know-how with Financial Analytics
Skills – Financial Analytics, Stock Analysis and Portfolio Management

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
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.

**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 Program**
- **60+ Learner Hours**
- **Access to 300+ Hiring Partners**
- **3 Assured Job Interviews**
- **Program Fee ₹18,000 only**
- **Get it for ₹14,000 in combo with Business Analytics Course**

**5 Months of LIVE Training to Land Your Dream Job**

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

Course starts
Please refer to the website for program start dates

Duration
4.5 months

Program hours
200+ Learning Hours
Live Sessions every weekend

Fee structure
₹ 60,000
₹ 40,000/- (+GST)

For admissions, contact
1800 210 7070
admissions.campus@upgrad.com