

upGrad
Campus



Certification Course in
Business Analytics & Consulting

in association with PwC India

Course Duration: **6 Months**

About the Program

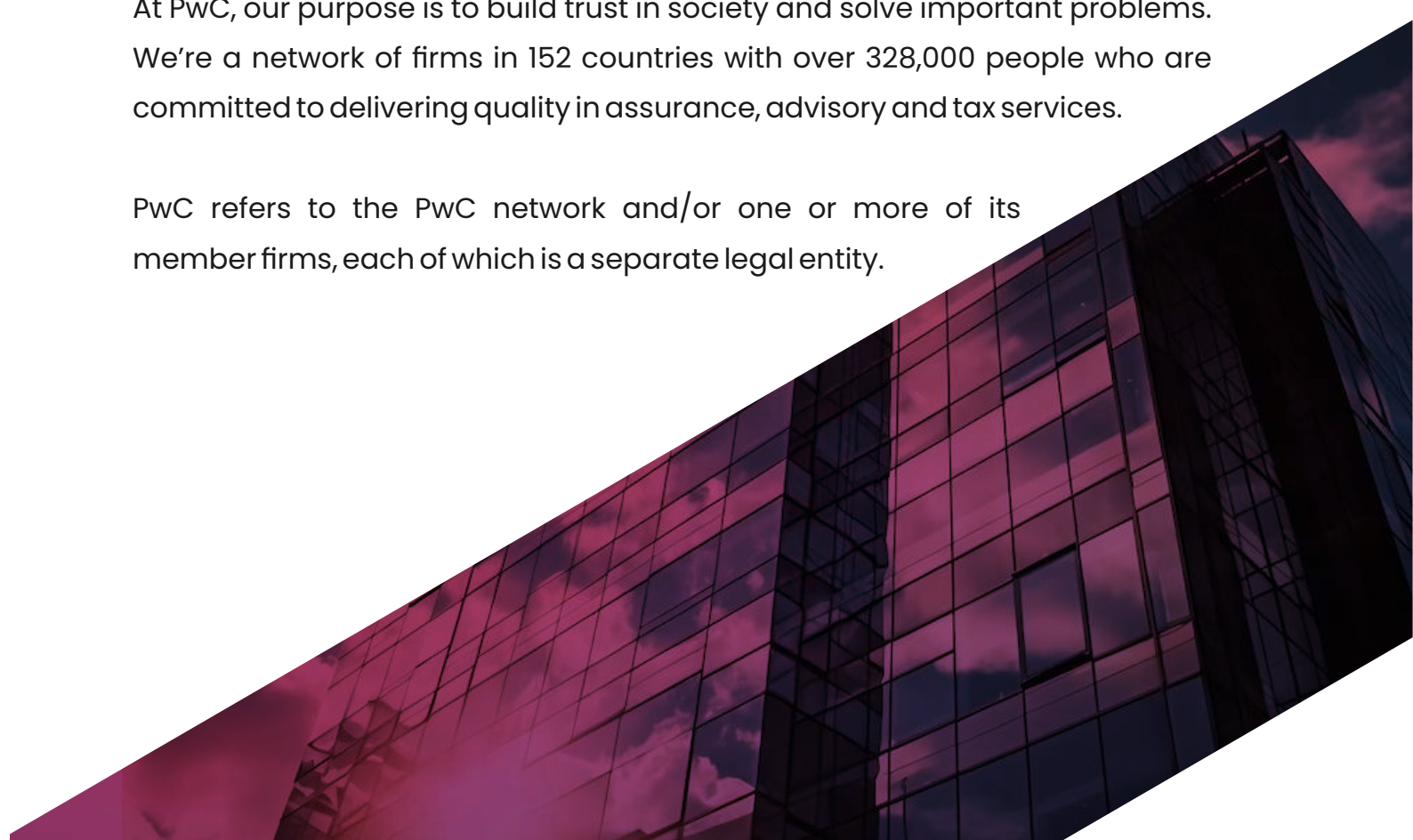
“ upGrad Campus has collaborated with PwC India to bring you this Certificate Course in Business Analytics & Consulting. Over a period of 6 months, this course will set a strong foundation in concepts like Business Problem Solving, Data Analysis & Visualisation, Business Consulting along with new-age tools like Excel, Tableau, PowerBI and more.

Get practical exposure through Live demonstrations and Masterclasses with PwC India faculty and other Subject Matter Experts, to boost your industry knowledge. This program also integrates placement training that covers aptitude and soft skills coaching. Kickstart your career in Business Analytics with this program.

About PwC

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 152 countries with over 328,000 people who are committed to delivering quality in assurance, advisory and tax services.

PwC refers to the PwC network and/or one or more of its member firms, each of which is a separate legal entity.



Learn the skill **that drive Business decisions!**

Today Business Analytics and Consulting skills are sought after by practically all sectors owing to the increasing dependency on data-driven insights. Companies hiring for these skills include Accenture, Deloitte, Tata Consultancy Services (TCS), Amazon, Capgemini and more.*

*Source: Glassdoor, May 2024

Who is this program meant for?

This course is greatly suited to students who want to build a career in Analytical roles and understand how Consulting works in the industry. This is a foundational course and does not require any prior background in data roles or consulting, but having this will certainly enhance your learning experience.

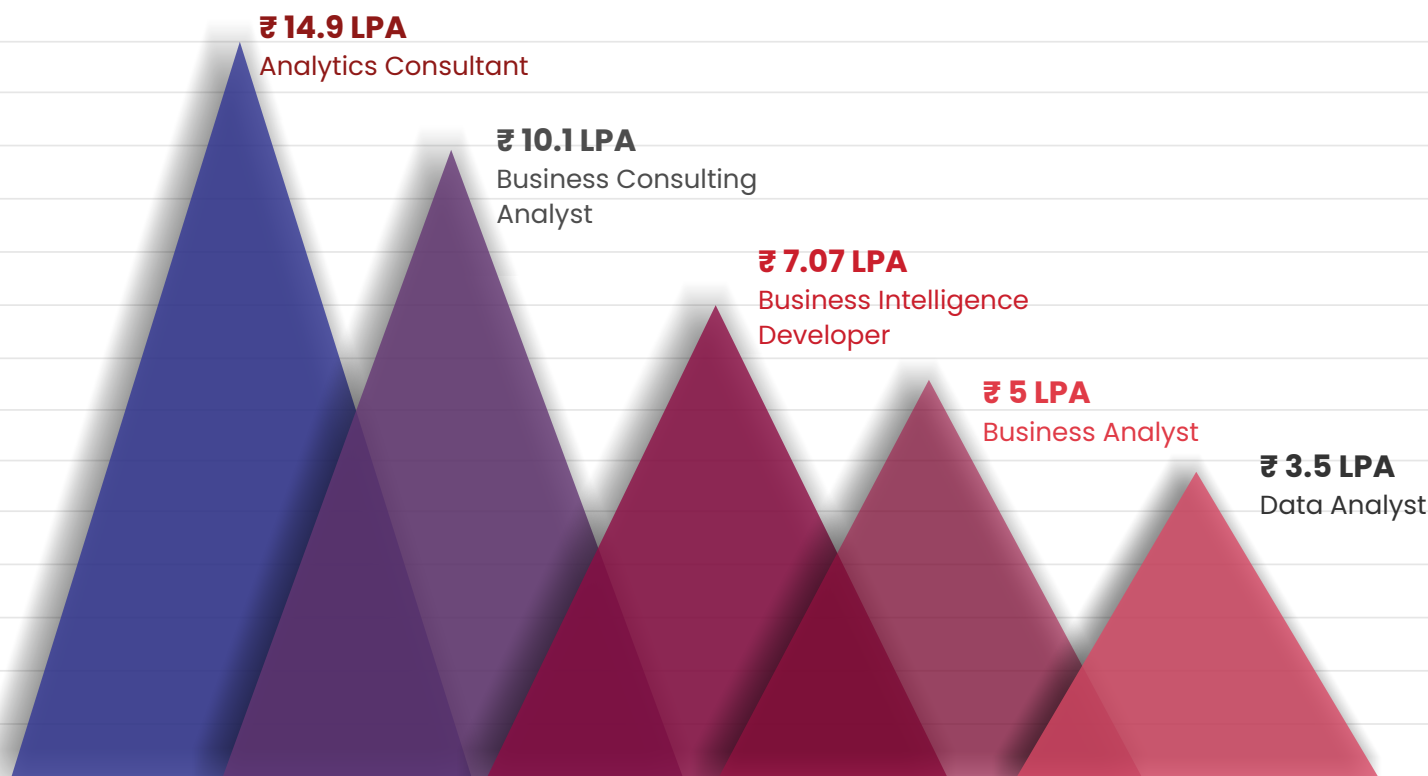
The PwC edge

- 01** Curriculum co-designed by PwC India
- 02** Live Masterclasses with PwC India professionals
- 03** Certification co-signed by PwC India



Job roles you can apply for after completing the **Business Analytics & Consulting Course**

*Source: Glassdoor, AmbitionBox, May 2024



Companies hiring for roles in **Business Analytics & Consulting**

*Source: Glassdoor, May 2024



Business Analytics & Consulting

Course Overview



Eligibility

This program covers core topics to advanced concepts, and is suited to beginners from all backgrounds.



Top Skills You'll Learn

Excel, Tableau, PowerBI, SQL, Business Frameworks, Python, Exploratory Data Analysis, Forecasting, Project Management, Regression, Guesstimates & more



Practical Learning

- 7 In-house Projects
- 10 Tools
- 35+ Case Studies
- 80+ Caselets



Mentor-led Internships

Pick a project to work on created in collaboration with these companies, and get one-to-one guidance from a mentor.



What sets this **Business Analytics & Consulting Course** apart from others?



Get a **Certificate**

from PwC India & upGrad Campus



Curriculum Co-designed

by PwC India to get you industry-ready



20+ Hours

worth of LIVE classes with PwC India faculty



Integrated Placement Training

by our Placement Plus Team*



PwC India Masterclasses

on Analytics Project Lifecycle & Career Landscape



Beginner Friendly Course

that covers all aspects of Business Analytics



Dedicated Student Support

from technical mentors and peer groups



Easy Doubt Resolution

through doubt-clearing sessions and peer support groups



Recorded Sessions

that you can access for up to 3 years

*upGrad Campus is solely responsible for the Placement Training & Interview Opportunities in this program. Past record is no guarantee of future job prospects. The success of job/internship readiness depends on various factors including but not limited to the individual's qualifications, experience, and efforts. Relevant terms and conditions will apply for any guarantee provided by upGrad.

Master Business Analytics Concepts with 7 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 (Optional) – 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 (Optional) – 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

Learn from 35+ Case Studies

Based on Real-world Businesses



Metrail Travellers: Learn how to build a time-series forecasting model to predict future demand for a private rail transportation company.



Flipkart Click-Through Rate: Use the concepts of hypothesis testing to test whether there has been a yearly increase in click-through rate at Flipkart.



Credit Card: Help a bank decide a customer's due amount at the end of the payment period using linear regression on credit card data.



Home Loans: Use Power BI to help a bank keep track of home loan data from all its branches and identify the target areas it should focus on to leverage its profits.



Hospital Charges: Read a hospital charges dataset in Excel, and perform sort, filter and formatting operations to make it presentable.

Work on 10 Hands-on Tools



Excel



Power BI



python™



SQL



ChatGPT



XLSTAT
by Addinssoft



Jira



tableau

Course Curriculum

(Taught in English)

01 Problem Solving Skills (Prep Content)

- Understanding and Framing a Problem
- Using the SMART framework
- MECE Approach
- Root Cause Analysis
- Analysing the Solutions
- Proof of Concept Approach

02 Fundamentals of Management

- Financial Statements
- Financial Ratios
- Investment Appraisal Techniques
- Guesstimates
- Business Models

03 Business Problem Solving

- Research the Domain
- Interviewing the Internal and External Clients
- Business Frameworks: SPIN, 5Ws, Issue Tree, 4Ps, 5Cs, PESTLE, SWOT, Porter's Five Forces, Balanced Scorecard, BANT, STP
- Business Model Canvas
- Top-down and Bottom-Up Analysis
- Value Chain Analysis
- BCG and Ansoff Matrix

04 Analysing Patterns & 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

05 Visualisation with Power BI

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

06 Visualisation with Tableau (Optional)

- Getting Started with Tableau
- Charts
- Plots
- Hierarchies
- Grouping and Treemaps
- Functions
- Dashboards Creation
- Storytelling
- LOD Expressions

07 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

Course Curriculum

(Taught in English)

08 Basics of Python

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

09 Introduction to SQL

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

10 Business Consulting Essentials

- Requirement Gathering
- Business Requirements Document (BRD)
- Project Planning
- Risk Management
- Agile Fundamentals
- Quality Assurance and Benchmarking
- Budgeting and Cost Control
- Change Management
- KPI Identification
- Gap Analysis

11 Statistics & Exploratory Data Analysis

- Random Variables
- Probability Distribution Function
- Central Limit Theorem
- Confidence Intervals

- Normal and T-Distribution
- Hypothesis Testing
- Type I and Type II Errors
- A/B Testing
- ERP Basics
- Data Sourcing
- Data Cleaning
- Univariate Analysis
- Bivariate Analysis
- Derived Metrics

12 Predictive & Prescriptive Analytics

- Linear Regression
- Clustering
- Classification
- Logistic Regression
- Decision Trees
- Time-Series Forecasting
- Demand Forecasting
- Prescriptive Analytics
- Market Basket Analysis (optional)

13 ChatGPT & 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

Learn from the Best in the Industry

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Mantripragada Srinivas, Former Director–Finance, Yahoo India

Mantipragada is a transformational Senior Finance Professional with more than 25 years experience in consulting, manufacturing, information technology and internet companies, including start-ups.



Soudhakar Elumalai, Analytics Head, Heineken

Soudhakar leads a team of data scientists and analysts who deliver innovative and impactful AI solutions for the world's leading beer company.



Pratik Goenka, Director, PwC India

Pratik has about 13 years experience in managing and delivering data analytics engagements across the globe where he has played key roles at defining implementation roadmap and deploying technology solutions.



Sonia Jain, Manager, PwC India

Sonia is a Chartered Accountant with 9 years of experience in Business & Data Analytics, serving as a Consultant & Project Manager in Financial Planning & Analysis across different industries.



Arunabha Banik, Manager, PwC India

Arunabha is a part of Enterprise Performance Management practice of PwC India, with more than 6 years of experience serving clients in North America, APAC & India across different industries.

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Integrated Placement Training

Put your best foot forward this Placement Season!

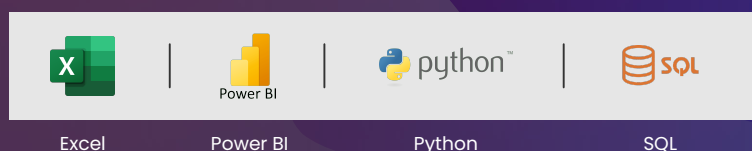
Learn necessary aptitude and soft skills with our Integrated Placement Training designed to help you get to your dream job.



Live & Recorded Sessions to Help Land Your Dream Job

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

Dedicated Interview Preparation Sessions on



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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 Screwvalla

Co-founder & Executive
Chairman, upGrad



Program Details

Duration

6 months

Fee structure

~~₹ 95,000~~

₹ 75,000 (No additional taxes)

Program hours

430+ Total Learner Hours

80+ Hours of Recorded Sessions

100+ Hours of Live Sessions

(Sat & Sun, 7:30 PM - 9:30 PM)

Placement Training

81+ Total Learner Hours

36+ Hours of Live Sessions

Tue & Thur, 7:30 PM - 9:30 PM

upGrad
Campus 

For admissions, contact

1800 210 7070

admissions.campus@upgrad.com

