

Business Analytics

A practical course in Business and Data Analytics using Microsoft Excel, SQL, Python, statistics, dashboard visualization, AI analytics tools, and real-world business case studies.

Duration 4 to 6 Months	Training Mode Offline Classroom Training	Certification Industry Certificate	Practical Labs 100% Hands-on
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Tools & Tech: Microsoft Excel • SQL • Python • Pandas • NumPy • Power BI • Tableau • ChatGPT

Detailed Course Curriculum & Modules

MODULE 01 Introduction to Data Analytics - Data Analytics Fundamentals - What is Data Analytics? - Data Analytics vs Data Science vs Business Intelligence - Role of a Data Analyst - Types of Data Analytics - Data Analytics Life Cycle - Business Problem Solving using Data - Understanding Business Metrics - Key Performance Indicators (KPIs) - Introduction to Data-Driven Decision Making - Career Opportunities in Data Analytics	MODULE 02 Microsoft Excel for Data Analytics - Excel Fundamentals - Introduction to Excel - Workbook & Worksheet Management - Rows, Columns & Cells - Data Types in Excel - Formatting & Cell Styles - Sorting & Filtering - Freeze Panes - Data Validation - Conditional Formatting - Named Ranges - Excel Functions
MODULE 03 SQL for Data Analysis - Database Fundamentals - Introduction to Databases - Relational Database Concepts - SQL vs NoSQL - Database Tables & Relationships - Primary Keys & Foreign Keys - ER Diagrams - SQL Fundamentals - SQL Syntax - SELECT Statements - WHERE Clause - ORDER BY	MODULE 04 Python for Data Analytics - Python Fundamentals - Introduction to Python - Variables & Data Types - Operators - Conditional Statements - Loops - Functions - Modules & Packages - File Handling - Exception Handling - Python Data Structures - Lists
MODULE 05 Statistics for Data Analytics - Statistical Foundations - Introduction to Statistics - Types of Data - Measures of Central Tendency - Measures of Dispersion - Percentiles & Quartiles - Correlation - Covariance - Probability Basics - Sampling Techniques - Normal Distribution - Business Statistics	MODULE 06 Data Cleaning & Data Preparation - Data Preprocessing - Understanding Raw Data - Data Collection Methods - Data Quality Assessment - Removing Duplicates - Handling Missing Values - Outlier Detection - Data Standardization - Data Normalization - Feature Creation - Data Validation
MODULE 07 Data Visualization - Visualization Principles - Data Storytelling - Choosing the Right Chart - Dashboard Design - Color Theory - Business Reporting Best Practices - Power BI - Introduction to Power BI - Power BI Desktop - Data Import - Data Transformation - Data Modeling	MODULE 08 AI for Data Analytics - AI-Assisted Analytics - Introduction to AI in Analytics - ChatGPT for Data Analysis - Claude for Business Reports - Gemini for Data Exploration - Microsoft Copilot for Excel - AI-Assisted SQL Generation - AI-Assisted Python Coding - AI Data Cleaning - AI Formula Generation - AI Dashboard Design - AI Insight Generation

MODULE 09 | Business Analytics & Reporting

- Business Intelligence
- Sales Analytics
- Marketing Analytics
- Customer Analytics
- Financial Analytics
- HR Analytics
- Inventory Analytics
- Website Analytics
- E-commerce Analytics
- Performance Dashboards
- Executive Reporting

MODULE 10 | Real-World Analytics Projects

- Practical lab exercises, assignments & live tasks

Practical Projects & Industry Capstones

- Sales Performance Dashboard
- Retail Store Analytics
- HR Attrition Analysis
- Customer Segmentation
- Financial Performance Dashboard
- Marketing Campaign Analysis
- E-commerce Sales Dashboard
- Inventory Management Dashboard
- Website Traffic Analysis
- Business KPI Dashboard
- AI-Powered Automated Reporting System
- Executive Business Intelligence Dashboard

■ Industry Certification

Authorized certificate verified globally via online portal.

■ 100% Placement Support

Resume review, mock interviews, and recruiter connections.

■ Lab Access & Mentorship

Dedicated workstation lab hours with expert guidance.