

# CERTIFICATE PROGRAM IN **BUSINESS ANALYTICS**



- ✓ 4-MONTH IN-CLASS
- ✓ KOLKATA & BENGALURU

## Program Highlights



**120+ contact  
hours**



**Expert faculty  
pool of  
academicians  
and industry  
practitioners**



**Membership  
to the Praxis  
Global Alumni  
Network**



**Career  
support**

## Who is this program for?

Students aspiring to a career in Analytics/ Data Science/ Artificial Intelligence can use the skills acquired as a stepping stone to a successful career in this domain.

The Certificate Program in Business Analytics is aimed at Graduate/ Postgraduate and Undergraduate students across disciplines. An aptitude for numbers and thirst for problem-solving are added advantages.





## Program Objective

Praxis Tech School's program in Business Analytics is designed to empower graduate and graduating students with the knowledge, skills and confidence to succeed in the rapidly evolving field of data-driven decision-making and analytics.

### The program has three specific objectives:



#### Data Proficiency Enhancement:

Equip students with an understanding of data analytics tools and techniques; empowering them to collect, process, analyze, visualize and interpret data to derive actionable insights for decision-making.



#### Business Application Understanding:

Enable participants to understand the application of analytics to real-world business challenges in areas like marketing, finance & operations.



#### Industry-Relevant Skill Development:

Give students a hands-on learning experience which includes a Capstone Project. Students use industry-standard analytics software and datasets, preparing them for successful careers in this domain.

## Learning Outcomes

On successful completion of the course, students will learn the:

### Fundamentals of Business Analytics

- ✓ Handle and use data in the business world
- ✓ Work with Data modeling & Relational RDBMS
- ✓ Build Predictive Models

### Tools of Business Analytics

- ✓ Use Gen AI Tools
- ✓ Build compelling Data dashboards using Power BI & Tableau for visualization
- ✓ Store and retrieve data using SQL from data tables



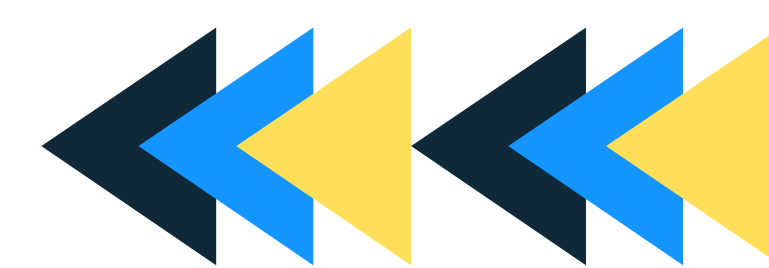
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[www.praxistech.school](http://www.praxistech.school)



[admissions@praxis.ac.in](mailto:admissions@praxis.ac.in)

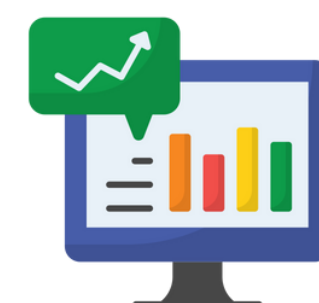


## Program Coverage

The 4-month program comprises two trimesters (Two-months each) covering:



**Fundamentals  
of Business Analytics**



**Applications  
of Business Analytics**

The program delivers a contemporary curriculum using a blend of classroom lectures, use case discussions, hands-on labs, quizzes, assignments and projects.

### Topics Covered:

Fundamentals of Business Analytics	Applications of Business Analytics
Trimester 1 (2 months)	Trimester 2 (2 months)
Data Fluency	Predictive Modeling using Knime
Data Modeling	Generative AI
Business Intelligence	Data Governance & Ethics
Data Exploration & Analysis	Data Storytelling with Tableau and PowerBI
Structured Query Language (SQL)	Capstone Project

## Capstone Project

Capstone Project is a multifaceted assignment that serves as a culminating academic and intellectual experience for students.

The Capstone Project gives students the opportunity to apply their classroom learnings to real-world challenges faced by business.



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## Fees

Program Application Fee: Rs. 500	
Registration Fee: Rs. 10500	(Post Application Confirmation)
Remaining Payment: Rs. 38000	
Total Program Fee: Rs. 49,000 (including GST)	

## Career Support

Praxis Tech School will support students with career guidance, dedicated placement preparation and support.

## Eligibility



**Graduate/ Postgraduate in any discipline**



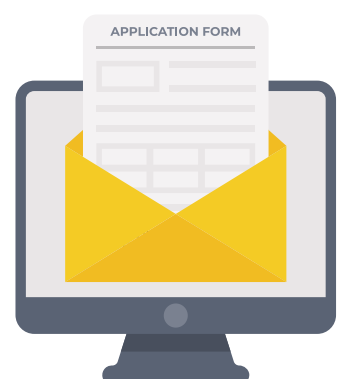
**Undergraduate students are also eligible**



**Minimum 50% marks in 10th, 12th & Graduation**



## Admission Process



**Step 1:**  
Apply Online  
[@www.praxistech.school](http://www.praxistech.school)



**Step 2:**  
Personal Interview  
(online)



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