



BUSINESS ANALYTICS PLUS

100%
Placement
Support

Learn
Excel,
PowerBI,
MySQL,
Python

15+ live
cases across
sectors

Trained
over
50,000
students

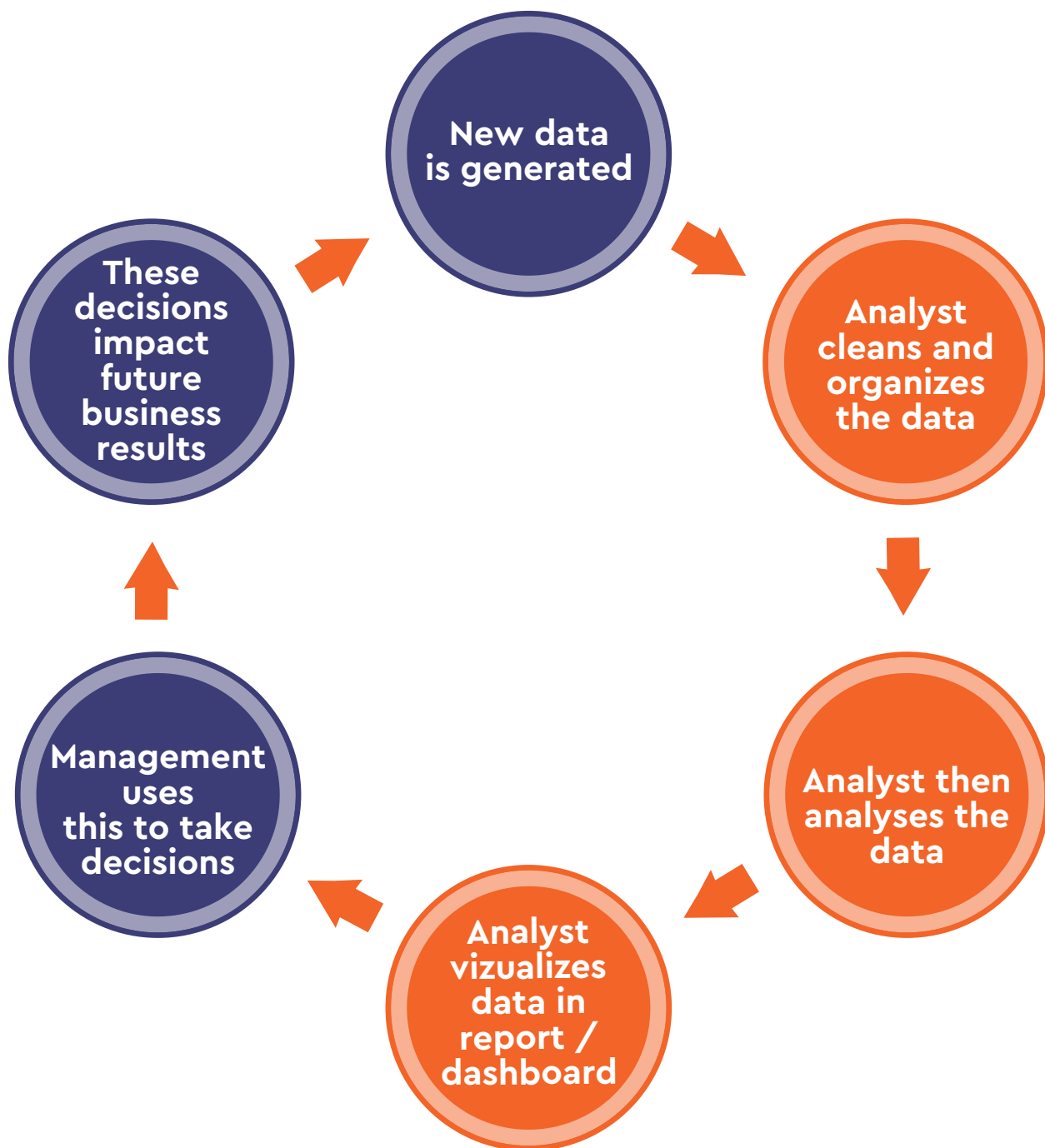
IMS Proschool
Trust the leader

NSDC
Certificate

WHY LEARN BUSINESS ANALYTICS?

It is a very high-demand skill across sectors, as it enables companies to make informed decisions and shape effective business strategies. Organizations that embrace business analytics experience are able to improve efficiency and productivity, take faster and more effective decisions, drive better financial performance and speed-up their service and product innovation.

As an Analyst, you can expect to play the following role as highlighted in orange circles:



WHO SHOULD PURSUE BA CERTIFICATION?



Extremely interactive sessions, live case study solving, group case studies, solving all the doubts, relevant skills are being taught. -Aishwarya Jachak



BA JOB PROFILES

Fresher
(UG level)

CTC
3-4 lacs

Demand is universal, and includes roles across sectors like BFSI (e.g., Risk analyst, compliance analyst, product analyst), ecommerce, marketing and communications, consumer packaged goods and more.

Experienced Individuals

CTC
5 lacs ++

Typical roles include Sr Business Analyst, Business Intelligence Manager, Data Scientist, Insights Manager etc.



PLACEMENT SUPPORT



Employability Grooming:

Including CV building, aptitude tests, communication skills, mock interviews, 1-on-1 mentorship and GD's.



Curated Job Opening:

Proschool guarantees at least 5 entry-level job listings that match the course curriculum. Lateral roles are listed on a case to case basis.



Interview Coordination:

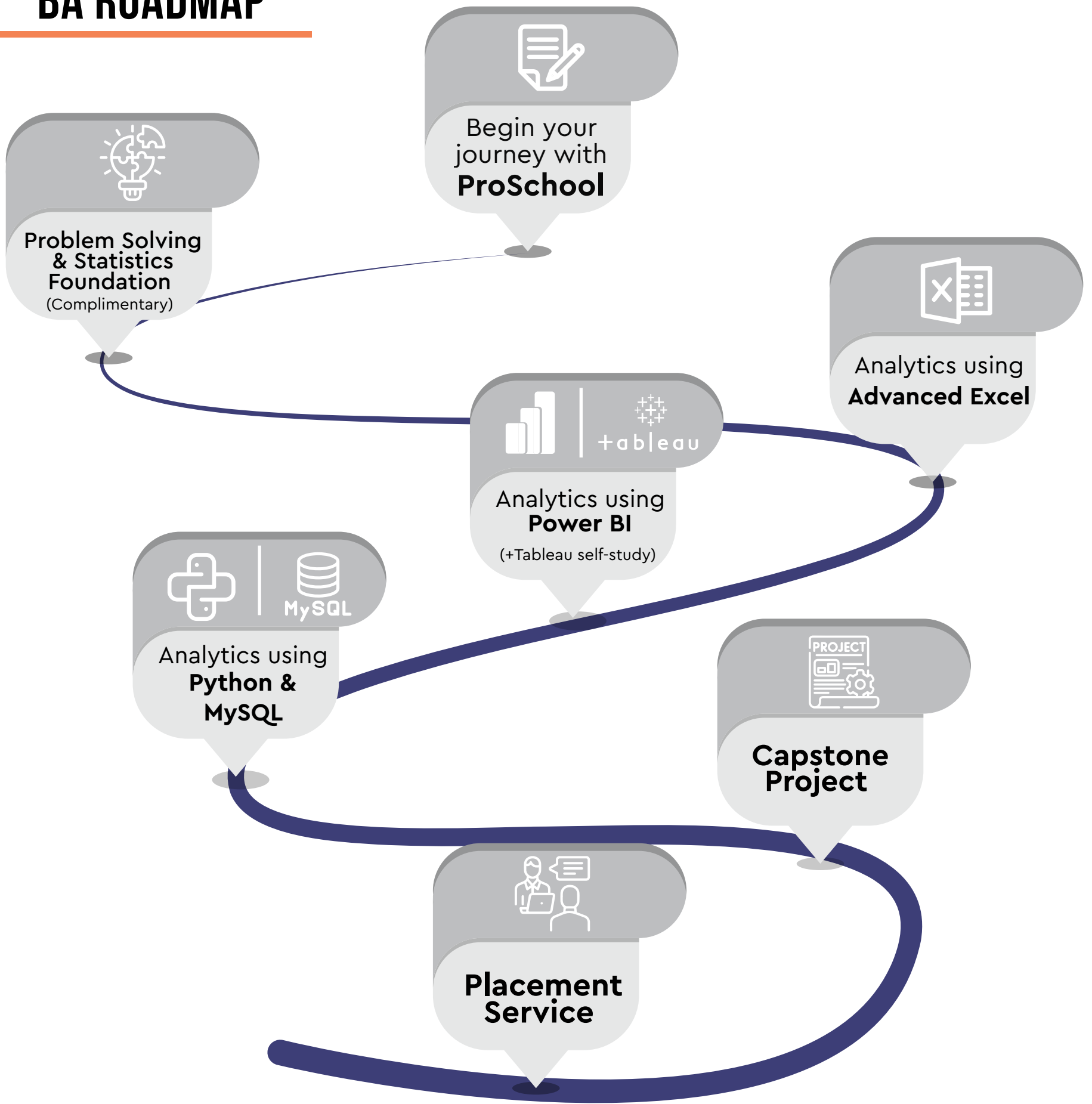
Shortlisted students receive personalized handholding through all interview stages.



Job Assurance:

Students applying for entry level roles are assured at least 3 shortlists within 6 months of course completion.

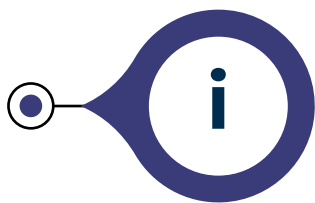
BA ROADMAP



EXTRA BENEFITS

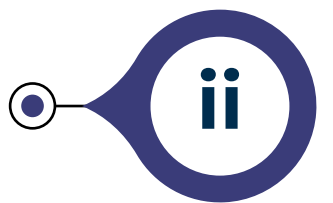
Live Projects & Cases:

Gain real-world expertise through 15+ live cases, transforming theory into practice for tangible skills.



Expert-Led Training:

Immerse in 120 hours of direct instruction from industry veterans, equipping you with market-relevant expertise.



Swift Learning Curve:

Advance swiftly with our focused 2.5-month course, designed for comprehensive skill acquisition without the long-term commitment.



Continued Placement Support:

Enjoy 6 months of dedicated placement assistance, ensuring your transition from classroom to career is smooth and successful.



One thing I like about proschool is that the way they try to build confidence in students and bond each other to work in a group is appreciable.

-Tuba Khan



BA SYLLABUS

Foundation

- › **Intro to Business Analytics**
Problem solving in a business context, Porters value chain model, Types of problems, the BA process
 - › **Data and Data Handling**
Types of data, data sources, databases, data observation and cleaning using basic Excel
 - › **Basic statistics**
Mean, Median, Mode, Range, SD, IQR, Box Plot, Probability rules and types, Probability distributions
 - › **Intro to Advanced statistics**
Need for advanced techniques, overview of correlation, regression, hypothesis testing etc
-

Tools: Excel

- › **Essential functions**
Basics, date/text functions, arithmetic functions, Pivot, Slicers
 - › **Advanced functions**
Logical functions, Goal seek, scenario analysis, index, lookup, match, Financial function (PV, FV, PMT, Rate)
 - › **Visualization & Add-Ins/Analyze**
Basics Formatting, Charts & chart selection, Dashboards, Intro to Add-ins & Analyze data (GPT, BA etc)
 - › **Case work**
Summative Assignment + Group Presentations
-

Tools: Power BI

- › **BI Basics**
Intro, setup, data ingestion, UI navigation, basic charts and publishing
 - › **BI reports/Power Query Editor**
PQE, visualizations, UI, geolocation and other graphs
 - › **Dashboard development**
Calculated fields, dynamic dashboards
 - › **Case work**
Summative Assignment + Group Presentations
-

Tools: SQL

- › **SQL Basics**
Installation, ingestion, basic commands and queries, data cleaning
 - › **Data handling in SQL**
DQL, operators, group operators, EDA
 - › **SQL advanced**
Filtering, joins, subqueries, functions, role of GPT
 - › **Case work**
Summative Assignment + Group Presentations
-

Tools: Python

- › **Python Basics**
Overview, installation, basic syntax, data types, variable, operators, common built-in functions
- › **Data handling in Python**
If-else, Loops, Functions and reusable code, lists, tuple, dictionary, sets, numpy arrays
- › **Advanced Python Case Work**
Pandas dataframes, Slicing, Filtering, merging, grouping, reshaping, duplicates, missing values, formatting
- › **Case work**
Summative Assignment + Group Presentations

Tools: Tableau

- › **Self-Study (From Recorded Videos)**
Getting started with Tableau, Data Organization, Data Visualization, Dashboard creation

SKILLS EXPECTED IN A BUSINESS ANALYST

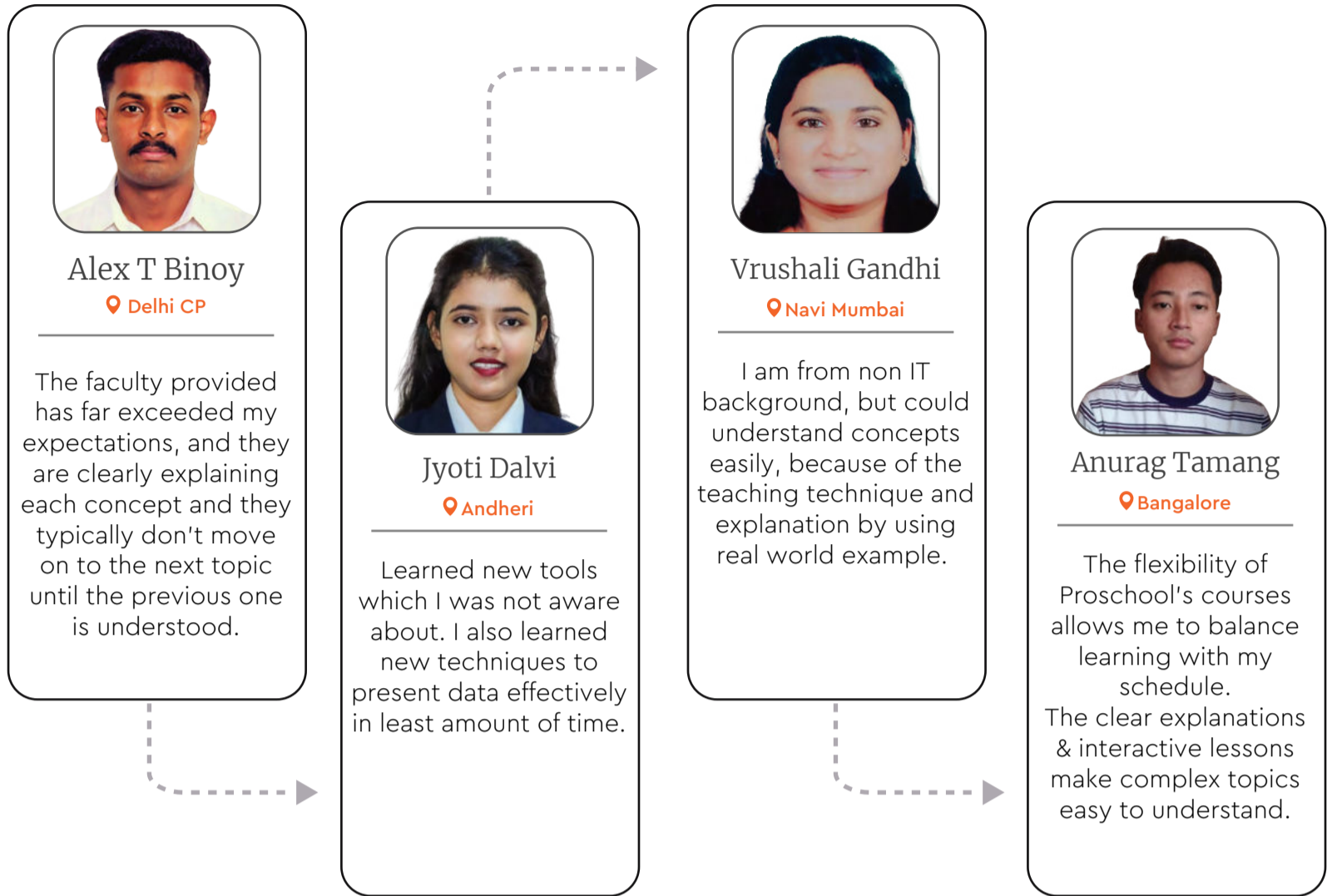


Faculty and the management are very good at nurturing the students, good communication by all of them and very cooperative in nature.

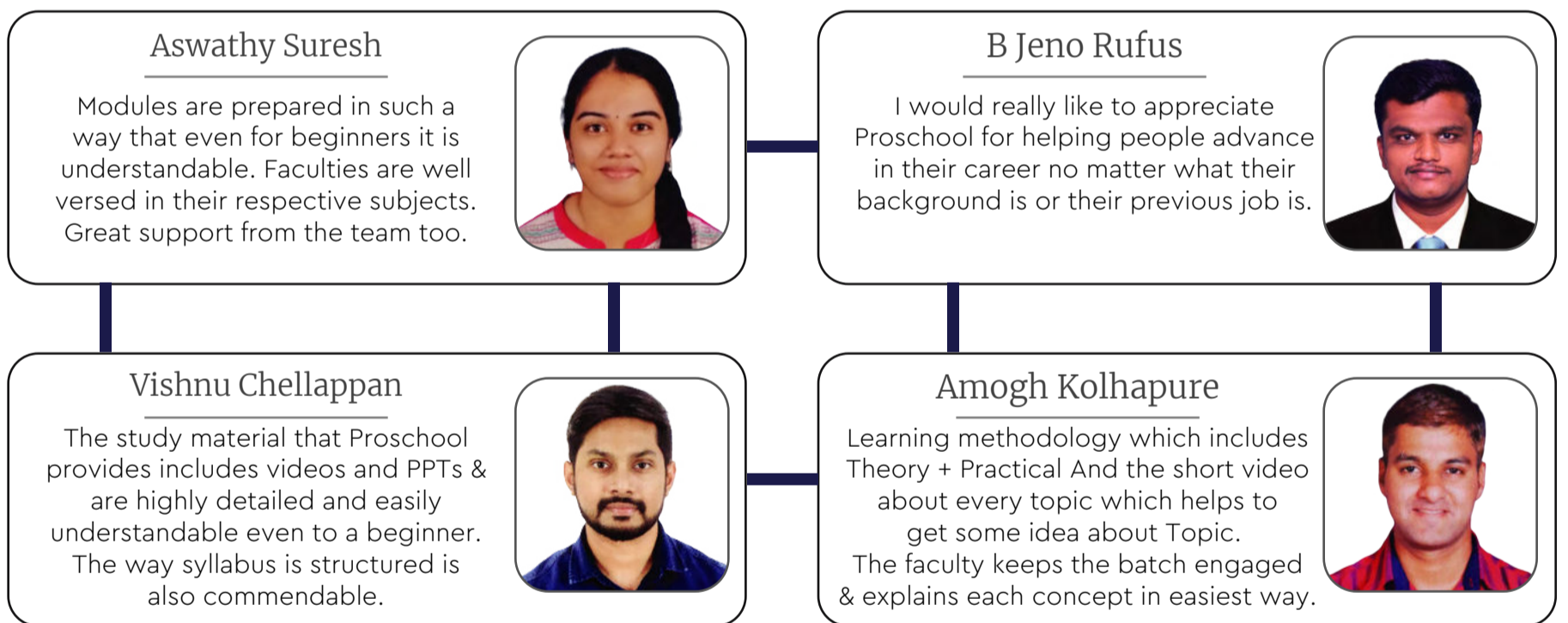
-Swasata Patra



CLASSROOM BATCH REVIEWS



ONLINE BATCH REVIEWS



FACULTY

Faculty for the program are experienced professionals with several years of Industry and Consulting experience and remarkable academic backgrounds.



Rohan Saini
Data Scientist at CBRE,
Trainer & Mentor



Varun Anguralia
Head - Digital, Campaign
& Marketing Analytics
at HDFC



Ashish Kapasiya
Senior Mentor - Proschool Delhi
& PG in Data Analytics



Shrish Kaoley
Data Scientist & Machine
Learning Trainer

WHY PROSCHOOL?

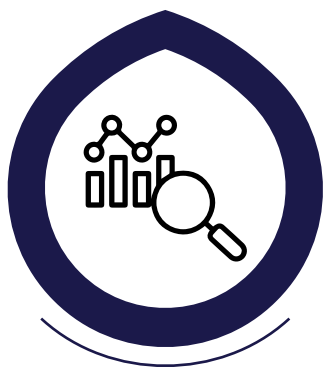
Top-Tier Data Science Institution

Since 2011, we've equipped over 50,000 professionals and students with cutting-edge skills, propelling them toward success in their careers.

A Proud IMS Legacy

Our collaborations with leading firms and educational institutions ensure our curriculum remains relevant, practical, and aligned with industry needs.

Leadership at Its Core



As the 4th ranked data science training institute in India, Proschool exemplifies commitment to pioneering and superior education.

Empowering Thousands

As a vital part of IMS, Proschool draws on decades of educational excellence, blending expertise with a passion for nurturing future leaders.

Strategic Partnerships

At Proschool, leadership isn't just taught; it's embodied in our approach, inspiring students to reach new heights in their professional journeys

OUR CENTERS

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Kochi
+91 9645629999

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