IMC

Chamber of Commerce and Industry

Online Certification Training Program
on
Business Intelligence and Data Analytics

Dear Sir/Madam,

In its constant endeavor to bring to you industry relevant learning opportunities, **IMC Chamber of Commerce and Industry in association with its knowledge partner –IITC is happy to announce an Online Certification Training Program on 'Business Intelligence and Data Analytics'.** The program would be conducted in online mode so that you can participate from place of your comfort and make the best use of lockdown. Nothing but upgrading skill is the need of the hour in view of new business challenges posed by the pandemic.

The learning objectives are to:
➢ Understand and explore data sources for International Business
➢ Extracting relevant data
➢ Analysis and interpreting data with analytical approach
➢ Explore the importance of data driven strategic decision making in International Business
➢ Improved Data Quality and Operational Efficiency
➢ Faster and Accurate Reporting, Analysis and Planning
➢ Increases competitive advantage, Customer Satisfaction and Cost Reduction

Rationale:
▪ Enhance the already existing quality of Online sessions
▪ Market Opportunities
▪ Alignment with Mission
▪ Current Resources/ Technology
▪ Preparedness of post COVID-19 era.

Topics to be covered:
➢ Sources of data, its structure and importance
➢ Data Visualization
➢ Analytical Methods in Data Analytics
➢ Qualitative Data Sources
➢ Developing and sharpening your web presence

Total Duration: 20 Hours Online (Live) Teaching. (10 sessions @2 hours per session)

Batch Starting Date: Saturday, 27th June, 2020

Participants Fees:

Category	Fees
IMC Members	Rs.9,000/- Plus 18% GST = **Rs. 10,620 /- per participant**
Non IMC Members	Rs.10,000/- Plus 18% GST = **Rs. 11,800/- per participant**
Students	Rs 6,000/- Plus 18% GST = **Rs. 7,080/- per participant**

Participants must possess a computer with good internet connection.

Expert Trainers:
Mr Vinit Thakur- Trainer, Educationist and Consultant having experience of more than 15 years in International Trade, 12 years in the field of IT, Machine Learning, Data Analysis and Artificial Intelligence.
Mr. Sandesh Urval- Director- IITC

For registrations and further details, please contact Dr Ila Pathak Jha (M: 9833699219) at **Ila.pathakjha@imcnet.org** or visit the website **www.imcnet.org** .

Stay Safe

With regards

Ajit Mangrulkar

Director General

<u>Online Certification Training Program on Business Intelligence and Data Analytics</u>

<u>Course Structure (20 hours)</u>

1. **Sources of data, its structure and importance (2 Hours)**
   a. Sources of Government of India
   b. International Trade Centre
   c. World bank data
   d. Data from United Nations
2. **Data Visualization (4 Hours)**
   a. Principles of visualization
   b. Exploring tools for Data Visualization
   c. Dimensional Analysis
   d. Building story with data
3. **Analytical Methods in Data Analytics (6 Hours)**
   a. Time Series forecasting
   b. Supervised learning
      i. Classification Techniques
      ii. Regression Methods
   c. Un-supervised learning
      i. Clustering and grouping
      ii. Discovering Associations from data
4. **Qualitative Data Sources (4 Hours)**
   a. Textual Data sources such as Newspapers, Journals
   b. Methods of text analytics
   c. Twitter data management-extraction to sentiment analysis
   d. Other social media data handling
5. **Developing and sharpening your web presence (4 Hours)**
   a. Google analytics
   b. Campaign design and execution
   c. Setting up goals

- **Course will be based on only freely available data analytics tools**
- **Assessment will be based on project work only.**

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