

## **Business Analytics Foundation**

**Duration 20 -25 Hours**

**Topics covered under this program are:**

### **1. Introduction to Analytics and Excel**

- Introduction to MS Excel
- Functionalities for a Data Scientists
- Data Analytics in Excel
- Various Statistical Functions
- PIVOT Table
- Plotting in Excel: Usage of Visualization Capabilities

### **2. Learning R:**

- Introduction to Programming
- R and R- Studio
- Installation and Functioning of R and R-Studio
- Programming in R
- Functions in R
- R – Best Practices

### **3. Statistics and Analysis on R:**

- Statistics and multiple data types
- Different Measurement Scales
- Measures of Variables and Central Tendency
- Sampling Theories
- Central Limit Theorem
- Normal Distribution
- Hypothesis Testing: Z/T/Chi Square Test

### **4. Analytics Tools: Linear Regression**

- Introduction of Simple Linear Regression
- Multiple Linear Regression
- Building a Regression Model
  - Data Preparation

- Model Building
  - Interpretation of Outputs and Diagnostics
  - Analyzing Model Fitment for your dataset
  - Using Linear Model for predictions
  - Model Improvements
- 5. Overview of other Analytical Tools**

Contact Us: **TOLL FREE – 1800 200 5835**