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Ivy's Data Analytics Certification Programs

(Alumni Working at HSBC Analytics, McKinsey, Mu Sigma, Fractal Analytics, TCS Analytics, ICRA Analytics, and others)

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Ivy's Analytics KPO Programs

A. Program Options:

1. **Ivy's Data Analytics Certification Program (Recommended)**
 - a. 119 hrs in 17 weekends
 - b. Details given in the next page
2. **SAS 9 International Certification Fast Track & Comprehensive Programs (New)**
 - a. 2 weekends to 4 weekends.
 - b. Please call at 033 40011221 or SMS "SASI" to 9748 441111 to know details
3. **SAS 9 Business Programming Fundamentals**
 - a. 14 hrs in 3 weekends
 - b. Please call at 033 40011221 or SMS "SAS BF" to 9748 441111 to know details
4. **Advanced Statistical Modeling on SAS 9**
 - a. 24 hrs in 4 weekends
 - b. Please call at 033 40011221 or SMS "ASTATS" to 9748 441111 to know details
5. **Advanced Analysis & Reporting using MS-Excel & VBA**
 - a. 16 hrs in 3 weekends
 - b. Please call at 033 40011221 or SMS "VBA" to 9748 441111 to know details
6. **SQL Concepts & Relational Database Modeling using MS-Access**
 - a. 12 hrs in 2 weekends
 - b. Please call at 033 40011221 or SMS "SQL" to 9748 441111 to know details

B. Ivy's Analytics KPO Programs Have Been Trusted by:

Students from:

- Indian Statistical Institute, Kolkata
- Indian Institute of Management (IIM), Lucknow, Kolkata
- Jadavpur University
- IIT KGP
- BITS Pilani
- St. Xavier's College
- Presidency College
- Calcutta University
- Shikshayatan College
- National Institute of Technology (Trichi)
- Heritage Institute of Technology
- Techno India, Salt Lake
- NPC College
- And many more..

Corporate Professionals From:

- HSBC Analytics
- Genpact Analytics
- Frost and Sullivan
- Neilson
- Zacks Research
- And many more
- Capgemini
- Cognizant
- TCS
- HDFC Bank
- ICICI Bank
- Axis Bank
- PwC
- And many more..

Many of Ivy's Data Analytics Certification Alumni are now working with large organizations like HSBC Analytics, McKinsey Consulting, ICRA Analytics, Fractal Analytics, etc. Please download the list of recently placed students from here -

http://ivyproschoool.com/ivyanalytics_placed_students_nov_2010.pdf

c. Ivy's Data Analytics Certification Program Details (Module I + II) - 119 hrs
Based on Industry Cases, Live Exercises, & Industry Executed Projects

Module (I) - Analytics Essentials – 63 hrs

1. Industry Applicable Statistics Refresher (6 Hrs)

- Population metrics: Mean, Median, Mode, Std Deviation, Variance, Co-variance
- Introduction to types of distributions – Normal, Poisson, Binomial, Gamma
- Hypothesis Testing – t Test, F Test etc
- Ordinary Least Squares method for regression
- Introduction to Generalized Linear Regression & Logistic Regression
- Introduction to time series
- Assignments/ Exercises / Case Studies

2. Advanced Analysis & Reporting on Excel using VBA, Macros (24 hrs)

- Introduction to MS Excel, Basic Functions and Usage
- Sorting, Filtering, Advance Filtering, Subtotal
- Pivot Tables
- Data Entry Forms
- What-if-Analysis – Data Tables, Scenario Manager & Goal Seek
- Different Charts Graphs – Which one to use and when
- Vlookup, Hlookup, Match, Index
- Style & Number Formatting, Conditional Formatting
- Worksheet & Workbook Reference
- Smart Printing Options
- Logical Operators & Functions – IF and Nested IF
- Data Validation
- Text Functions
- Relative & Absolute Macro Recording
- VBA Programming

3. SQL based Relational Database Concepts using MS-Access (15 hrs)

- Relational Database Fundamentals
- Steps to Design Efficient Relational Database Models
- Case Studies on Designing Database Models
- Case Study Implementation on Handling Data in MS-Access 2007
- Importing / Exporting Large Amount of Data into/from MS-Access

- Intro to SQL Statements
- Writing Transactional SQL Queries, Merging, joining, sorting, indexing, etc.
- Hands-on Exercises on Manipulating Data Using SQL Queries
Creating Database Models Using SQL Statements
- Individual Projects on Handling SQL Statements

4. Structured Thinking Workshops (9 Hrs)

- Analytical Problem Solving Skills, Creative Thinking, Root Cause Analysis, Decision Tree Analysis, Fish Bone Analysis, Mind Mapping, Minto Pyramid's Principle, etc.
- Techniques to Handle Case Based Interviews
- Group / Individual Exercises / Case Studies

5. High Impact Analytical Presentation and Client Handling (6 Hrs)

- Client Relation Development and Management
- High Impact Presentation Design and Delivery

6. Analytics Industry Resume Building Workshop (3 Hrs)

- What do Analytics Recruiters Look for in a Resume?
- Analytics Resume Best Practices
- Analytics Industry Keywords to Include in Resume
- How to Describe Relevant Analytics Projects in Resume?
- Effective Strategies to Get Your Resume Noticed

7. Ivy's Career Center Workshops (These workshop hours are not counted towards the total duration)

- Industry Networking Sessions with At Least Two Industry Guest Speakers
- Mock Interview Sessions with Industry Professionals
- Analytics Company-wise Interview Questions (Collected from our Alumni and Recruiters)
- Comprehensive Analytics Interview Question Banks (SAS, VBA, Behavioral, etc)

Module (II) - SAS 9 Analytics (Base, Advance and Stats Modeling) – 56 hrs

1. SAS Analytics (33 Hrs)

- Introduction to SAS & Data Processing, SAS Data steps
- SAS Functions
- Types of variables, Variable Formats
- SAS procedures including Proc SQL
- SAS Macros
- Statistical Modelling Concepts and Practical Assignments-
 - Regression
 - ARIMA
 - Clustering
 - Logistic
 - Time Series Analysis
- Handling Data in SAS – Case Studies I, II, and III
- Assignments / Exercises

2. SAS Industry Case Practice Sessions (23 Hrs)

- Dedicated Practice Sessions on Industry Scenarios in SAS
- Industry Executed **Predictive Modeling** Projects in SAS

Please Note: For minute details on any of the above modules, please reach out to us through phone (+91 9748 441111 / +91 33 40011221) or email (info@ivyproschoo.com).