

“Exceeding **global**
standards of **education**”



Ivy's Analytics Certification Programs

*(Alumni Working at HSBC Analytics, McKinsey,
Fractal Analytics, ICRA Analytics, and others)*

Ivy's Analytics KPO Programs



An ISO 9001 : 2000 Organisation

A. Program Options:

1. **Ivy's Data Analytics Certification Program (Recommended)**
 - a. 104 hrs in 14 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
- Institute of Engineering and Management, Salt Lake
- Jadavpur University
- IIT KGP
- BITS Pilani
- St. Xavier's College
- Presidency College
- Calcutta University
- Shikshayatan College
- Heritage Institute Of Technology
- Techno India, Salt Lake
- Dream Institute of Technology
- 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.

C. Ivy's Data Analytics Certification Program Details (Module I + II) - 104 hrs

Based on Industry Cases, Live Exercises, & Industry Executed Projects

Module (I) - Analytics Essentials – 48 hrs

- **Industry Applicable Statistics Refresher (9 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
- **Adv. Analysis & Reporting on Excel using VBA, Macros, and Analysis Toolpak (15 hrs)**
 - Introduction to MS Excel, Basic Functions and Usage
 - Different Charts Graphs – Which one to use and when
 - Pivot Tables/Charts, V lookup, Getdata etc
 - Statistical Analysis Functions – Statistics Toolpak, Time series
 - VBA Programming (Macro)
 - Introduction to Advance Reporting
- **SQL based Relational Database Concepts using MS-Access (12 hrs)**
 - Intro to SQL queries
 - Writing Transactional SQL Queries, Merging, joining, sorting, indexing
 - Understanding Data warehousing – primary key, secondary keys
 - Data warehousing and Modeling on MS-Access
- **Structured Thinking Workshops (6 Hrs)**
 - Analytical Problem Solving Skills, Creative Thinking, Root Cause Analysis, Decision Tree Analysis, Fish Bone Analysis, Mind Mapping, Minto Pyramid's Principle, etc.
 - Group / Individual Exercises / Case Studies

- **High Impact Analytical Presentation and Client Handling (6 Hrs)**
 - Client Relation Development and Management
 - High Impact Presentation Design and Delivery
- **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**
 - Analytics Industry Resume Building Workshop**
 - Mock Interview Sessions with Industry Professionals**
 - Comprehensive Interview Question Banks (SAS, VBA, Behavioral, Company Specific, etc)**

Module (II) - SAS 9 Analytics (Base & Advance) – 56 hrs

- **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
 - Assignments/ Exercises
- **SAS Industry Case Practice Sessions (23 Hrs)**
 - Dedicated Practice Sessions on Industry Scenarios in SAS**
 - Industry Simulated Project in SA**