



# DATA ANALYTICS COURSE

**Training With Real  
Work Experience  
From Industry**

✓ **Internship: 3 to 6 months**

✓ **Globally Recognized  
Certificate from IBM+Microsoft**

✓ **Dedicated Placement Cell | 100%  
Guaranteed Interview Calls**

✓ **Special sessions with CEOs &  
senior executives from Top MNCs**

✓ **DOMAIN BASED PROJECTS  
WITH CERTIFICATE**

## CONTACT US



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## ABOUT US

We at WIKIPIDIA Academy, understand the need of the students for practical experience in today's competitive world. Along with the academic knowledge, hands on work is necessary for any person to depict the effectiveness of his skillset. Hence, we believe in providing the quality courses from highly skilled faculty who are hired based on their industry as well as academic proficiency.



Our Data Analytics Certification Course features directly working with top companies/startups from the industry on real-time projects which would enhance your profile and guarantee a job in the data analytics field.



## PROGRAM HIGHLIGHTS

### Projects & Certification

Work on projects with top startups and receive a certificate

### Domain specialized Tracks

Work in your domain for a career transition in Data Analytics

### Get Hired

Crack interviews in the top tier-1 product-based MNCS

### Live Sessions

4 MONTHS OF LIVE INTERACTIVE SESSIONS

### 100% Guaranteed Job Referral

Receive guaranteed job referrals in top companies

### Customize Your Project

Bring your own project ideas and it can become reality with mentors.

## PROGRAM DETAILS

### Job Roles

Get equipped with the industry relevant skills and aim for job roles like Sr. Data Analyst, BI Analyst, BI Developer, Business Analyst, etc.

### WHO SHOULD APPLY?

- Freshers
- Graduates from any field
- Working professionals having experience in any domain (Technical/Non-Technical)

### PROGRAM PREREQUISITE

Prior knowledge of programming/coding is not mandatory. Just the urge to learn programming and basic ideas about advanced math is enough.



## COURSE FEATURES

### Data Analytics Course

**₹ 19,900 (+GST)**

- Guaranteed Interview Calls
- Industry capstone project certificate from IBM
- Domain specialized programs for professionals
- 100% live interactive sessions with industry experts
- On-demand video call with industry experts
- Personalised Resume Review Session
- Get 1 Year of Job and Placement support
- Mock Interviews with Industry Experts
- Resume Building Session
- Guaranteed Interview Calls



## COURSE DURATION

**Weekday Batches: 4 Months**

 Monday - Friday

 8 am - 10 am | 8 pm - 10 pm

**Weekend Batch: 5 Months**

 Saturday & Sunday

 9 am - 12 pm

## AGENDA FOR COUNSELING

- Is Data Analytics right for you?
- Can a non-programmer learn Data Analytics Tools?
- Is it worth investing this amount of money?
- About project experience in Data Analytics.

## ABOUT PROJECT CERTIFICATION



Work directly with top companies on Live Projects and get hands-on experience. Earn a project experience certificate by working alongside top startups to show it as a genuine work experience and enhance your profile. Stand out among applicants with a strong portfolio backed by useful skill and relevant work experience.

 **Live Chat On WhatsApp**

**Book a slot with an Expert for Review and Counselling**

 **Telephonic: 20 Minutes**



# WHY CHOOSE US

1

## Project Experience Certificate

Work directly with top companies on Live Projects and get hands-on experience. Earn a project experience certificate by working alongside top startups to show it as a genuine work experience and enhance your profile. Stand out among applicants with a strong portfolio backed by useful skills and relevant work experience.

2

## DOMAIN SPECIALISATION

Choose a domain-specific industry of your choice & background. Identify a functional area or target industry to specialise in & work on multiple graded projects. Learn about the application of Data Science in your domain industry to get hands-on experience and gain knowledge from industry experts. Go through our unique domain-specific/industry training sessions for a smooth transition in data science.

3

## BRING YOUR OWN PROJECT

Learners have an option to bring their project ideas which can be worked upon by fellow students under our expert's guidance to achieve a certain goal. Become a Decision Maker to use this opportunity to get a POC done along with a certificate. **BUILD YOUR OWN COURSE**  
Get a Personalised focus learning track depending on your profile. Get access to the entire course even after completion.

## ROADMAP OF DATA ANALYTICS



# MODULE 00

## Preparatory Classes

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### 1. Cohort Orientation

- A brief introduction to tools related to data
- Learn about particular real-time projects and Capstone projects
- Data and its impact on career opportunities
- Utilizing data, to enhance industrial operations and management

### 2. Basic Programming

- Introduction to Anaconda & Jupyter notebook
- Flavors of python
- Introduction to Git, GitHub
- Python Fundamentals.

# MODULE 01

## Python Programming+Statistics+ML

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### 1. Programming Introduction

Different types of Programming Language, What is Compiler? What is an Interpreter?

### 2. Python Introduction + Programming Components

Linting, formatting, understanding Python code, Command Line Arguments, Python Operators.

### 3. Basic Statistics

- Fundamentals of Math and Probability
- All about Population & Sample
- Discrete Probability Distributions - Binomial, Poisson, etc.
- Descriptive Statistics
- Data Processing & Exploratory Data Analysis, EDA, Statistics Assignments
- Ingest data, Data cleaning, Outlier detection & Missing value imputation

### 4. Machine Learning

- Introduction to Machine Learning
- Regression and Classification Models
- Logistic Regression + Model Evaluation
- Metrics for Classification model
- Decision Tree Model + Random Forest Model
- Hyperparameter Tuning



# MODULE 02

## Data Analytics Tools

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### SQL & MongoDB for Business

#### 1. Introduction To SQL

Working with MySQL, DDL, TCL, DML commands, Relational and database schema, Working with keys, Database manipulation, management, and administration.

#### 2. No SQL Databases

What is HBase?, HBase Architecture, HBase Components, Storage Model of HBase, HBase vs RDBMS, Introduction to MongoDB, CRUD, Advantages of MongoDB over RDBMS, Use cases.

#### 3. SQL Database

Introduction to database, Creating Database, Dropping Database, Using Database, Introduction to Tables, Data types in SQL, Use case of different data, Working with tables, Coding best practices in SQL.

#### 4. SQL Fundamental Statements

Working with SQL statements like NOT, IN etc., Comparison Operators (=, >, >=, <=), MySQL Warnings (Understand and Debug).



## 5. Refining Selection

Introduction to visualisation using charts and graphs, SELECT DISTINCT, LIKE, NOT LIKE, ILIKE, LIMIT, BETWEEN, BETWEEN - AND.

## 6. OOL

Multiple INSERT, INSERT INTO. GROUP BY, HAVING, WHERE vs HAVING, UPDATE, DELETE, AS, EXISTS-NOT EXISTS, Application of group by, Count function, MIN and MAX, Sum Function, Avg Function

## 7. Joins & String Function

Introduction to JOINS, Types of JOINS, Usage of different types of JOINS, Loading Data, Usage of string functions like; CONCAT, SUBSTRING etc., INNER Join, OUTER Join, Full Join, Left Join, Right Join, UNION.

## 8. Advanced SQL

Local, Session, Global Variables, Timestamps and Extract, CURRENT DATE & TIME, EXTRACT, AGE, TO\_CHAR, Mathematical Functions and Operators, CEIL & FLOOR, POWER, RANDOM, ROUND, SETSEED, Operators and their precedence.

## 9. Basics & CRUD Operation

Databases, Collection & Documents, Shell & MongoDB drivers, What is JSON Data, Create, Read, Update, Delete, Working with Arrays, Understanding Schemas and Relations.

## 10. MongoDB

What is MongoDB? Characteristics, Structure and Features, MongoDB Ecosystem. Installation process, Connecting to MongoDB database, What are Object Ids in MongoDB, Data Formats in MongoDB, MongoDB Aggregation Framework, Aggregating Documents, What are MongoDB Drivers?, Finding, Deleting, Updating, Inserting Elements.

## [TABLEAU for Business](#)

## 11. Introduction to TABLEAU

Usage of TABLEAU, Exporting worksheets, charts in TABLEAU (bar, pie, histogram), Creating dashboard pages and tricks, Hands on exercise

## 12. Data Types In TABLEAU

Aggregation and Granularity, Pre-attentive processing, Length and position, Implementation, Advance table calculations, Creating multiple joins in Tableau, Relationships vs Joins, Calculated Fields vs Table calculations, Creating advanced table calculations, Adding a second layer moving average, Trendlines for power- insights.

## 13. Mapping & Analytics

Getting started with visual analytics, Geospatial data, Mapping workspace, Creating a map, working with hierarchies, Custom geocoding, WMS and Background, Image Creating a Scatter Plot.

## 14. Calculations

Aggregation and its types, level of detail, common calculation functions, creating parameters.

## 15. Dashboard & Stories

Tiled vs Floating, Working in views with Dashboard and stories, Legends, Quick filters.



## Power BI for Business

### **16. Introduction To Power BI**

Account Types, Installing PowerBI, Data Model, Query Editor.

### **17. Query Editor**

Connecting power BI desktop to datasource, working with column, filters & rows, Query duplicate vs References

### **18. Power BI**

The goal is to study the pattern of COVID-19 cases in different regions in India using Google mobility data to study the impact of policy changes.

### **19. Data Models**

Relationships, DAX, M-Language, Measures, Operators & Syntax, Understanding "Data category"

### **20. Time Intelligence**

Create data table in M and DAX, Display last refresh Date.

### **21. Modelling**

Create report, modelling, Normalization, De-normalisation, OLTP vs OLAP, star and snowflake schema

## **MODULE 03**

### **Advance Excel + Big Data Tools**

#### Excel For Business

#### **1. Excel Fundamentals**

Introduction to Excel interface, Customizing Excel Quick Access Toolbar, Structure of Excel Workbook, Excel Menus, Working with worksheets, Protecting a Workbook, Hiding and Unhiding Columns, Rows and Sheets, Splitting and Freezing a Window, Inserting Page Breaks, Advanced Printing Options, Common Excel Shortcut Keys, Quiz.

#### **2. Worksheet customisation**

Adjusting Page Margins and Orientation, Creating Headers, Footers, and Page Numbers, Adding Print Titles and Gridlines, Formatting Fonts & Values, Adjusting Row Height and Column Width, Working with border and alignment, Applying Colours and Patterns, usage of painter, Formatting data, Merging Cells, Rotating Text, Using Auto Fill.

#### **3. Images & Shapes Into Excel Worksheet**

Inserting Excel Shapes, Formatting Excel Shapes, Inserting Images, Working with Excel SmartArt.

#### **4. Basic Work On Excel**

Entering and selecting values. Using numeric data in excel. Working with forms menu, cell references, conditional formatting and data validation, Finding and replacing information from worksheet, Inserting & deleting cells, rows and columns.

### **5. Excel Formula**

Creating basic formulae in excel, Implementing excel formula in worksheet, Relative cell referencing, Absolute cell referencing, Relative vs Absolute cell references in formula, Understanding the order of operation, Entering and Editing text, Fixing errors in your formulae, Formulae with several operators, Formulae with cell ranges., Quiz.

### **6. Excel Functions**

Working with functions like SUM(), AVERAGE() etc., Adjacent cells error in excel calculations, Use of AutoSum & autofill command, Quiz.

### **7. Charts & Graphs**

Creating a column chart, pie chart, Working with the excel chart ribbon, Working with and on charts in sheets, Changing a chart's source data, Adding titles, gridlines and a data table, Formatting a data series and chart axis, Using fill effects. Changing a chart type, Quiz.

### **8. Support Vector Machines**

Intro to Pivot Tables, Structuring Source Data for Analysis in Excel, Creating a PivotTable, Exploring Pivot Table Analyse & Design Options, Working with and on pivot tables, Dealing with Growing Source Data, Enriching data with Pivot table calculated values & fields, Formatting and charting a PivotTable, Pivot Table Case Study, Quiz.

### **9. Basic Macros**

Introduction to macros, Automating Tasks with Macros, Recording a Macro, Playing a Macro, Assigning a Macro a Shortcut Key.

## Big Data Tools

### 1. Introduction

What is Big Data, Benefits of Big Data, Need for Big Data Analytics, Hadoop Overview and History, Hadoop Architecture, Hadoop cluster - Master and Client Nodes, HDFS, Yarn, MapReduce, MapReduce Programming.

### 2. The Power Of Spark

Understand the big data ecosystem, Understand when to use Spark and when not to use it

### 3. Data Wrangling With Spark

Manipulate data with SparkSQL and Spark Dataframes, Use Spark for ETL purposes

### 4. Debugging & Optimisation

Troubleshoot common errors and optimize their code using the Spark WebUI

### 5. Introduction to Data Lakes

Understand the purpose and evolution of data lakes, Implement data lakes on Amazon S3, EMR, Athena, and Amazon Glue, Use Spark to run ELT processes and analytics on data of diverse sources, structures, and vintages, Understand the components and issues of data lakes

## MODULE 04

### AI Generative Tools & Future Trends

#### 1. Emerging Trends in AI and Generative Modeling

- Exploring other AI generative tools beyond ChatGPT and DALL·E
- Overview of Midjourney
- Discussion on future trends and advancements in AI generative tools
- Open-ended project and/or presentation on a selected topic, incorporating learned concepts

#### 2. Natural Language Processing and ChatGPT

- Introduction to natural language processing techniques
- Understanding ChatGPT and its architecture
- Hands-on exercises using ChatGPT for text generation
- Fine-tuning ChatGPT for specific applications

#### 3. DALL·E: Image Generation with AI

- Exploring image generation using DALL·E
- Hands-on exercises for creating unique images with DALL·E
- Ethical considerations and limitations of AI-generated images



## REAL TIME PROJECTS

1

### Telecom customer churn prediction



**Domain:** Telecom

**Project Objective:** Predict the behavior of customers to identify the probability of churn.

The telecom company wants to predict the customer's behavior to predict and retain the customer before churning off. You will have to predict the group of people who are highly probable of churning off.

2

### Uber - fare prediction

**Domain:** Travel

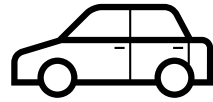
**Project Objective:** Predicting fare price based on demand & supply, weather & other factors.

You will have to analyse the data of the ride sharing applications to identify the factors that are driving the demand. Use weather data to study the pattern and create a model to predict the accurate fare for the ride.



3

## Mercedes-Benz - Reduce time to market



**Domain:** Automobile

**Project Objective:** Reduce the time for a Mercedes-Benz to reach the market by optimizing the testing time.

The company is unable to reduce the time spent on the test bench. Elimination of bench time would reduce the total testing duration.

4

## Spotify - Identify the songs related to



**Domain:** Media & Entertainment.

**Project Objective:** Find a Geographical connection with popular songs.

You will work on the dataset with 10 million records that will contain the data from 70 countries. Analyze and identify the geographical connection with the popular songs.

5

## Predict bankruptcy of a company



**Domain:** Corporate Finance

**Project Objective:** Model to predict whether a company will go bankrupt or not

Company bankruptcy is defined based on the business regulations in the country. You will work on detailed data with 95 attributes collected to predict whether a company may go bankrupt or not.

6

## TAU - Vehicle type recognition from image



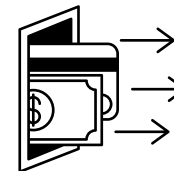
**Domain:** Image Recognition (Road)

**Project Objective:** Determine the vehicle type.

You are going to train a model with training data such that it predicts a new image of the vehicle accurately.

7

## Predict credit default



**Domain:** Banking

**Project Objective:** Develop a prediction model for identifying probable credit default for a retail bank

The bank has a huge dataset of credit card customers. It wants you to identify the existing customers who may default on the payments in the future.

8

## Amazon Food Reviews



**Domain:** Marketing

**Project Objective:** Classify food reviews based on customer feedback

You will perform sentiment analysis on each product on the list. Here you will use NLP to identify the sentiment of customers.



9

## Reddit - Vaccine myths on social media



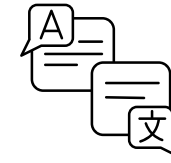
**Domain:** Healthcare

**Project Objective:** Sentiment analysis of Vaccine on social media

There are a lot of myths and sentiments rolling on social media with respect to Vaccination in the country. You will identify the sentiment of people on Reddit and identify the myths circulating on the media channel.

10

## Machine Translation



**Domain:** Media

**Project Objective:** Perform text translation, text parsing and summary of the books

This dataset can be used for tasks like Machine Translation, Text Generation, Text Parsing and Semantic Understanding of Natural Language

11

## Google Mobility data - Impact of mobility on COVID-19



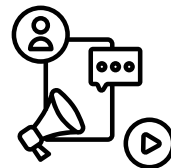
**Domain:** Healthcare

**Project Objective:** Identification of COVID-19 surge in cases based on mobility within the country

The goal is to study the pattern of COVID-19 cases in different regions in India using Google mobility data to study the impact of policy changes.

12

## Olist store - Marketing Funnel



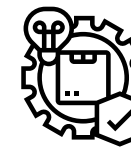
**Domain:** Sales and Marketing

**Project Objective:** Predict the deals that will be closed.

The list generates data from lead generation to the closure of the lead as a customer.

13

## Heavy Machine predictive maintenance



**Domain:** Manufacturing

**Project Objective:** The objective is to predict the failure of the machine in advance

A predictive maintenance technique is developed to help anticipate equipment failures and allow for advanced scheduling of corrective maintenance. You will predict which day is a failure day in advance based on the features.

14

## Customer satisfaction on delivery system



**Domain:** E-Commerce Delivery

**Project Objective:** Predict the satisfaction level of customers

There are different factors that are involved in e-commerce product delivery. This analysis will predict the factors that are affecting the satisfaction level of customers on the delivery.



15

## Predict heart failure



**Domain:** Healthcare

**Project Objective:** Predict mortality caused by heart failure

Cardiovascular diseases (CVDs) are the number 1 cause of death globally & heart failure is the most common event caused. Your task will be to create model that could predict heart failure before its occurrence that could help the society.

16

## YouTube trending video analytics



**Domain:** Social Media

**Project Objective:** YouTube trending video analytics video analytics

This is a daily record of data on videos trending on YouTube. You are required to analyze the data to predict the sentiment of the videos, study the comments by categorizing the videos and analyze the factors that affect the popularity of the video.

17

## Google Play Store Apps success factors



**Domain:** App Store

**Project Objective:** Predict the factors that contribute to the success of an application on Google play store

This dataset comprises information from Google play store. Your task will be to draw actionable insights for developers to work on and capture the Android market segment.

18

## Infected or not Infected



**Domain:** Healthcare

**Project Objective:** Study the human cell to identify whether it is infected or not infected

You will study the repository of images. and shall recognize on the new samples that it is infected or not infected.

19

## VinBigData Chest X-ray Abnormalities Detection



**Domain:** Healthcare

**Project Objective:** Accurately identify & localize findings on chest radiographs

Radiologists face many daily challenges, with the most difficult being the chest radiograph. The task is to provide doctors with more meaningful diagnostic assistance. This is an object detection and classification problem based project.

20

## Detection of Road Lane Lines



**Domain:** Automobiles

**Project Objective:** Development of self-driving cars

A driver receives lane detecting signals from lines placed on the road in this project.







## CONTACT US



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