

## Certificate in Business Analytics.

**Aim:** This program aims to equip participants with skills in Data Analytic, Business Intelligence and Machine Learning Skills which will help to enhance an organization business performance in the local and global market.

- **Learning Outcome:** Upon completion of the course, you will be able
  - To apply appropriate analytics methods to find suitable solutions to business problems.
  - To translate results of business analytics projects into effective course of action plans.
  - To communicate technical information to both technical and non-technical executives for appropriate actions.
  - To apply Data Mining for Marketing and CRM
  - To select the most appropriate evaluation methodology for a machine learning system to be executed.

- **Target Audience:**

Suitable for university/college students who pursuing their studies in the Arts and Social Science programs.

## Contents

### ► Day 1 : **Big Data Analytics**

- Introduction to Big Data and Hadoop
- Hadoop Distributed File System
- Map Reduce
- Hadoop Eco System
- Data Analytics with R

### ► Day 2 : **Business Intelligence**

- Data warehouse and data management
- Data visualization
- New Ronal Networks and Decisions
- Data Mining
- Business Performance Management

### ► Day 3 : **Applied Machine Learning Skills**

- Linear Regression
- Bias –variance analysis
- Decision tress
- Artificial Neural Network
- Deep Learning

**NOTE:** All exercises will be done in class