CONTINUING PROFESSIONAL DEVELOPMENT PROGRAMME

Big Data Analytics for Business Decisions
(Analytics using Excel & Tableau)
11 - 14 Sept 2023

Introduction
In today's cut throat competition, business firms are focusing on predicting responses to proposed actions before actually spending valuable resources like people, time and money all of which are crucial for building an effective decision making. Data is the most crucial element for any organization. Irrespective of the size of the business, transactional data is growing exponentially with time in terms of volume challenging not only the computational capacity but also timely decision making resulting leaving great difficulties for business managers. As such organizations are heavily relying on the process of examining the ever increasing data to uncover hidden patterns, unknown correlations and other useful information.

Data Analytics on big data enables business firms to continuously drive innovation and make the best possible decisions. Business Managers, Data Analysts, Data Managers etc. can conduct data driven experiments to interpret data and create data models by using the most versatile tool like MS-Excel / Tableau for identifying hidden data patterns from historical data so as to design new strategies for product and services marketing.

Advanced Tableau allows participants to realize the power of advanced statistical analysis to understand data characteristics, identify trends and relationships among data.

Objectives
The objective of this Training is to provide Hands-on practices Training in the space of data management and use of MS Excel with MS SQL / SPSS/ Tableau for rapid analytics.

Course Coverage

- About Data Analytics & Bigdata
  - Concepts of BigData
  - Use cases of BigData

- Data Analytics using MS excel
  - Pivot Tables
  - Power View

- Data Analytics using Tableau
  - Introduction to Tableau
  - Understanding Tableau work space

- Importing data into Tableau
- Data Exploration and Visualization with Tableau
  - Understating various chart types – BAR, PIE, Column, Scatter, box plot

- Working with table calculations & Fields
  - Creating a Table calculation
  - Creating a Calculated Field
  - Visualizing Calculations & Fields

- Regression Analysis
  - Understanding Regression Analysis
  - Building a Regression model in Tableau
  - Summarizing Regression model

- Seasonality and trend analysis
  - Introduction to trend analysis
  - Plotting a trend series
  - Summarizing the trend series model

- Clustering Analysis
  - Introduction to Clustering Analysis
  - Building a cluster model in Tableau
  - Summarizing the cluster model in Tableau

- Dashboards & Stories
  - Introduction to Tableau dashboards
  - Understanding dashboard elements
  - Working with dynamic dashboards

- Stories
  - Introduction to stories in Tableau
  - Creating story line in Tableau
Methodology
Methodology of the programme includes class room sessions with Lecture / Discussion with Hands-on Practical, with tools, audio visual aid, bench marked video shows, Chalk & Talk sessions, group discussions, case studies, debates, sharing of experiences etc. All the sessions will be interactive demanding active participation from all the members.

Target Participants
- Engineers / Executives working in the areas of Application development, Database Administration, Data Analytics & testing
- Govt. Defence, Public and Private sector personnel, who all wish to understand and enhance their skills in Big Data analytics and methodologies can attend the programme.

Programme Dates & Timings
Venue: ESCI Campus Hyderabad
Dates: 11 - 14 Sept 2023
Session timings will be from 10:00 – 17:00 hrs with 01 Hour Lunch break & 15 Minutes Tea break.

Course Director
Mr. Syed Azgar, MBA(IT), RHCE, MCSA
Sr Faculty & Head IT,
Information Technology Division,
Engineering Staff College of India, Hyderabad.

Course Fee
 ₹ 20,000/- (Residential Fee) per participant. Fee includes Single AC accommodation, course material, course kit, Breakfast. Lunch, Dinner, Tea / Coffee and Snacks during the actual days of the training program.

Online Course Fee
 ₹ 12,000/- per Participant. Fee includes 3 Months LMS Platform Access for Digital Learning, 30 Hours Live Interactive Sessions, Experts Online Support and Reading Material Softcopy.

GST @18% is to be paid extra and above the training fee as training. PAN Card No. AAATT3439Q. GST No: 36AAATT3439Q1ZV, HS No.: 999293 (under commercial training or coaching services – clause 65(105) (ZZC) of Finance act – 1994).

Programme fee is to be paid in in favour of “THE INSTITUTION OF ENGINEERS (INDIA) – ENGINEERING STAFF COLLEGE OF INDIA” by Electronic Fund Transfer (EFT) to ESCI – Axis Bank A/c No. 912010049234564 with The Axis Bank Ltd, Old Mumbai Hwy, Cyberhills Colony, P Janardhan Reddy Nagar, GachiBowli Hyderabad-500032 by NEFT/ RTGS/ IFSC Code No. UTIB 0000733 – MICR No.500211020. While using EFT method of payment, please ensure to communicate us your company name, our invoice reference and programme title.

Registration
Online registration shall be available on ESCI web portal: https://escihyd.org/division/it
To register manually please send your nominations giving details of name, designation, contact address, email address, mobile no, telephone and fax number of the participant along with the details of mode of payment of fee, addressed to: it@escihyd.org

A Certificate of participation will be awarded to each participant on conclusion of the programme.