



THE
AMBITIONHUB
Where learning never stops

The Ambition Hub is a professional certification institute that offers HR certification, Digital Marketing, Soft skills, Business Analytics, Data Analytics, Graphic Design, UI/UX, Spoken English and Personality Development.

Data Analytics



Data analytics is a field that involves the examination, interpretation, and visualization of data to extract meaningful insights, draw conclusions, and support decision-making. It encompasses a variety of techniques and methods for processing and analyzing large volumes of data, with the ultimate goal of uncovering valuable information that can inform business strategies, improve processes, and drive informed decision-making.



KEY FEATURES



100% PLACEMENT ASSURANCE

Industry-aligned course and exhaustive curriculum and unlimited call supports till your placement for achieving your dream job



IT PROFESSIONAL TRAINERS

IT professional trainers offer expertise, guidance, and industry insights, empowering you for success in IT careers.



LIVE PROJECT BASED TRAINING

Industry-standard tools provide complete walk throughs for two live projects, offering hands-on experience to each candidate



MOCK INTERVIEW PREPARATION

Continuous mock interviews enhance preparation, all owing unlimited practice to better understand and improve our performance.

TOOLS COVERED



**Advance
Excel**



Power BI



Python



MySQL



Statistics



**Apache
Hadoop**



**Apache
Spark**



**Jupyter
Notebook**

Where Data Analytics is Used

Finance and Banking

- Risk assessment and management
- Fraud detection
- Portfolio optimization
- Credit scoring

Retail and E-Commerce

- Customer segmentation and targeting
- Inventory management.
- Demand forecasting.
- Price optimization.

Marketing and Advertising

- Customer behavior analysis
- Campaign performance measurement
- Market basket analysis
- A/B testing for ad campaigns

Manufacturing and Supply Chain

- Production optimization
- Quality control
- Supply chain optimization
- Predictive maintenance

Telecommunications

- Network performance analysis
- Churn prediction and retention strategies
- Customer service optimization

Energy and Utilities

- Energy consumption analysis
- Equipment maintenance and optimization
- Renewable energy forecasting

Government and Public Policy

- Budget allocation and financial analysis
- Crime prediction and law enforcement optimization
- Social program effectiveness assessment

Human Resources

- Employee performance analysis
- Workforce planning
- Talent acquisition and retention
- Diversity and inclusion analytics

Transportation and Logistics

- Route optimization
- Vehicle maintenance scheduling
- Inventory management

Sports and Entertainment

- Player/team performance analysis
- Fan engagement and ticket pricing
- Broadcast viewership analysis

Real Estate

- Property valuation
- Housing market analysis
- Rental yield prediction

Education

- Student performance analysis
- Enrolment forecasting
- Education program evaluation

Environmental Sustainability

- Carbon emissions tracking and reduction strategies
- Energy efficiency optimization

Non-profits and NGOs

- Donor segmentation and fundraising optimization
- Impact assessment and program evaluation

Roles And Responsibilities

Data analytics professionals' main responsibility is to collect and analyse data to influence strategic decisions that a business makes. Some initiatives they might provide analysis for include the following:



- Identifying strategic opportunities from data patterns.
- Identifying potential problems facing the business and solutions.
- Creating a budget and business forecast.
- Monitoring progress with business initiatives.
- Reporting progress on business objectives back to stakeholders.
- Understanding KPIs
- Understanding regulatory and reporting requirements.

Domains of Data Analytics

- Banking, Financial Services and Insurance.
- Manufacturing.
- E-Commerce.
- Online Services.
- Telecommunications.



Top Career Paths & Opportunities In Data Analytics

Data Analyst:

Data analysts are responsible for collecting, processing, and analysing data to provide insights and support decision-making. They often work with structured data sets and use tools like Excel, SQL, and data visualization software.

Business Intelligence Analyst:

Business intelligence analysts focus on gathering and analysing data to help organizations make informed business decisions. They often work with data visualization tools, dashboards, and reporting systems.

Data Scientist:

Data scientists use advanced statistical and machine learning techniques to extract meaningful insights from data. They work on complex data sets and often develop predictive models to solve business problems.

Quantitative Analyst (Quant):

Quants use mathematical and statistical models to analyze financial data, assess risks, and make investment decisions. They are commonly employed in the finance industry.

Marketing Analyst:

Marketing analysts analyze customer data and marketing campaigns to optimize marketing strategies, improve customer targeting, and measure the effectiveness of marketing efforts

Healthcare Analyst:

Healthcare analysts work with healthcare data to improve patient outcomes, optimize healthcare processes, and assist in healthcare policy decisions.

Supply Chain Analyst:

Supply chain analysts focus on optimizing supply chain operations, reducing costs, and improving efficiency by analysing supply chain data.

Operations Analyst:

Operations analysts work to enhance operational efficiency by analyzing processes and data to identify areas for improvement.

Consultant:

Business analytics consultants work for consulting firms and advise clients on how to leverage data and analytics to solve business challenges and improve performance.

Data Analytics Manager:

Data analytics managers oversee teams of analysts and data scientists, ensuring that projects are on track, and the organization's analytics goals are met.

Chief Data Officer (CDO):

CDOs are responsible for the overall data strategy of an organization, ensuring data governance, data security, and data-driven decision-making across the company.

Academic or Researcher:

Some professionals choose to pursue a career in academia or research, contributing to the advancement of business analytics knowledge through teaching and research positions at universities or research institutions.



Advance Exel

Excel Basics: Getting Started

- Installation of Excel
- Excel introduction
- Formulas
- Tables
- Charts
- Essential features
- Quiz

Excel Basics: Cleaning and Combining Data

- Cleaning bad data
- Vlookup Xlookup
- Quiz

Excel Basics: Applying Business Maths and Statistics

- Basic Maths to Business Metrics
- Mean, Median, Mode
- Variance, Standard Deviation
- Correlation
- Quiz

Excel Basics: Data Transformation using Power Query

- What is Power Query
- Cleaning data in Power Query
- Power query
- Loading Power query to Excel
- Quiz

Excel: Pivot Table

- Use cases of Pivot table
- Power Pivot and DAX
- Basics of VBA

Excel Advance

- Sales Analytics
- Finance Analytics
- Sales Analytics
- **This will also have some case studies - Like Movies, Sales etc**
- **Only Excel**



Power BI

Power BI Basics: Getting Started

- Install Power BI
- Power BI introduction
- Power Query: Intro and Column Transformations
- Power Query: Merging and Appending

- Power Query: Best Practices
- Introduction to DAX
- Introduction to Data modeling
- Introduction PowerBI Advanced: Designing an Effective Dashboard. to Creating Visuals
- Quiz

Project Planing and Scoping.

Power BI Basics

- Data Collection, Exploration and Validation

- **PowerBI Basics: Data Transformation in Power Query**
- **PowerBI Advanced: Data Modeling and Calculated Column**
- **PowerBI Advanced: Build Finance View**
- **PowerBI Advanced: Build Sales, Marketing and Supply Chain View**
- **PowerBI Advanced: Designing an Effective Dashboard**
- **PowerBI Advanced: Data Validation Set up in PBI Service**
- **Stakeholder review & Feedback implementation**
- **Deploying the Solution: Power BI Service**
- **Case studies will be involved.**
- **Quiz**



Python

Project Description

- Project: Hospitality Domain Data Analysis

Python Basicsa

- Python Installation - Windows
- Python Installation - Linux
- Python Installation - Mac

- Variables
- Numbers
- Strings
- If Condition
- Functions
- Dictionary and Tuples
- Modules and Pip
- For Loop
- Lists
- File Handling
- Classes and Objects
- Inheritance
- Exception Handling

Pandas Introduction and Installation

- Dataframe Basics
- Read, Write Excel and CSV Files
- Group by
- Data Exploration
- Data Cleaning
- Data Transformation
- Concat and Merge
- Handle NA values
- Insights Generation

Hotel Data Analysis - USE CASE

Note: Case studies will be involved.

- **Quiz**



MySQL

Welcome to The SQL Experience

- How learning SQL can help you in your career

SQL Basics: Data Retrieval - Single Table

- Install MySQL: Windows
- Install MySQL: Linux, Mac
- Retrieve Data from multiple sources

- Install MySQL: Windows
- Retrieve Data Using Text Query (SELECT, WHERE, DISTINCT, LIKE)
- Exercise - Retrieve Data Using Text Query (SELECT, WHERE, DISTINCT, LIKE)
- Retrieve Data Using Numeric Query (BETWEEN, IN, ORDER BY, LIMIT, OFFSET)
- Exercise - Retrieve Data Using Numeric Query (BETWEEN, IN, ORDER BY, LIMIT, OFFSET)
- Summary Analytics (MIN, MAX, AVG, GROUP BY)

SQL Basics: Data Retrieval - Multiple Tables

- Why do We Need Multiple Tables?
- SQL Joins (INNER, LEFT, RIGHT, FULL)
- Exercise - SQL Joins (INNER, LEFT, RIGHT, FULL)
- Cross Join
- Analytics on Tables
- Join More Than Two Tables
- Exercise - Join More Than Two Tables
- Quiz

SQL Basics: Complex Queries

- Subqueries
- ANY, ALL Operators
- Co-Related Subquery
- Exercise: Subqueries
- Common Table Expression (CTE)
- CTE Benefits & Other Applications

SQL Basics: Database Creation & Updates

- Database Normalization and Data Integrity
- Entity Relationship Diagram (ERD)
- Mentor Talk: Art of Googling
- Data Types: Numeric (INT, DECIMAL, FLOAT, DOUBLE)

- Data Types: String (VARCHAR, CHAR, ENUM)
- Data Types: Date, Time (DATETIME, DATE, TIME, YEAR, TIMESTAMP)
- Data Types: JSON, Spatial (JSON, GEOMETRY)
- Luck Favors the LinkedIn Post
- Primary key
- Foreign Key
- Create a Database From an Entity Relationship Diagram - ERD
- Import Data From a CSV File Into a Database

- Insert Statement
- Update and Delete

SQL Advanced

- Finance Analytics
- Supply chain Analytics
- Top Customers, Products and Markets
- Quiz



STATISTICS

Welcome to the world of Statistics

- **Fundamentals of Business Statistics**
 - Data in Business
 - Descriptive Statistics
 - Probability and Distributions
 - Basic Statics - Via Excel
 - MAJOR STATISTICS are covered in the EXCEL Module

- **Excel + Statistics**
- **Excel Basics: Applying Business Maths and Statistics**
- Basic Maths to Business Metrics
- Mean, Median, Mode
- Variance, Standard Deviation
- Correlation
- Quiz



APACHE HADOOP, APACHE SPARK, JUPYTER NOTEBOOK

- **Analytics Using Spark Analytics and Big Data**

- Introduction to Spark
- Spark Basics
- Spark SQL and Data Frames
- Introduction To Hadoop & Big Data
- What is Spark Getting to know
PySpark Hands-on: Map reduce Use Case : Youtube data analysis & Spark RDD programming.

- **Jupyter Notebook**

- Introduction to Spark
- Spark Basics
- Spark SQL and Data Frames



Certification Courses



Resume Building

Duration

- **3 Month**
- **Weekdays and Weekend Batch Available**

Mode

- **Offline**
- **Online**



Eligibility Criteria



- **B.Sc**
- **B.Com**
- **Any Graduate**
- **Any Post Graduate**
- **BBA**
- **MBA (Finance)**
- **MBA (Business Analytics)**

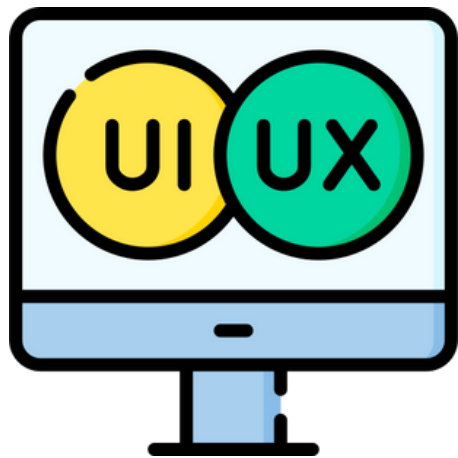
OPPORTUNITY



- **Banking, Financial Services and Insurance**
- **Manufacturing.**
- **E-Commerce.**
- **Online Services.**
- **Telecommunications.**
- **Starting Package 5 to 7 lakh**



OUR OTHER COURSES



**UI / UX
DESIGNER**



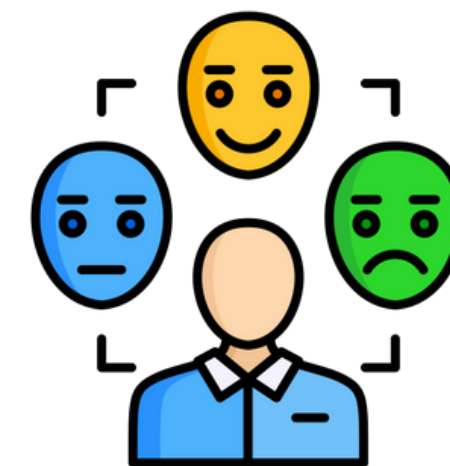
HR Generalist



**SPOKEN
ENGLISH**



Digital Marketing



Soft Skills

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