



Adyapan School

Business Analytics



Duration - 2 Months

Industry
Certification



Skill India Certified

250+
Partner Companies

From data to decisions master analytics.

From raw spreadsheets to boardroom presentations;
become industry-ready.

This immersive 8-week Business Analytics program takes you beyond theoretical concepts into real-world data analysis and decision-making. Learn Excel, Power BI, statistics and applied domain analytics through hands-on case studies and guided projects. With a strong focus on practical implementation and business storytelling, you'll graduate with the ability to clean data, build dashboards, test hypotheses and present data-driven strategies to any stakeholder.

8

WEEKS

30+

PROGRAMS OFFERED

20,000+

STUDENTS

250+ PARTNERED COMPANIES



ABOUT ADYAPAN SCHOOLS

Where education meets real-world impact

Not just a course — a platform to launch
your career.

Adyapan Schools was built with a single conviction:
learning works best when it happens in the real world.
We partner with top companies, mentors, and industry
platforms to ensure every student graduates with a
portfolio of work that speaks louder than a certificate.

Our programs combine rigorous coursework with live
client projects, giving you the skills and proof-of-work
that employers actually want.

MISSION

To equip ambitious learners with
practitioner-level digital
marketing skills through mentor-
led, project-based education that
bridges the gap between learning
and earning.



VISION

To be India's most trusted
launchpad for the next generation
of marketing leaders — defined
not by degrees but by the real
work.



Everything you need to grow fast

PROGRAM HIGHLIGHTS



Live Industry Projects

Work on campaigns for real brands alongside your coursework. Build portfolio projects that prove your expertise to employers.



1-on-1 Mentorship

Dedicated mentors from Google, Microsoft, Mastercard and more. Get personalized guidance and industry connections.



AI-Powered Marketing

Learn cutting-edge AI tools alongside evergreen fundamentals. Stay ahead of the curve in a rapidly evolving landscape.



Dual Certification

Earn both a Course Completion and Internship Certificate – accredited by Skill India Digital Hub and NSDC.



Internship Guarantee

Graduate with an internship completion certificate from a live brand project. Concrete, resume-ready proof of work.



Industry Network

Join a network of alumni at Amazon, Google, Adobe, Microsoft. Access exclusive hiring events and referral opportunities.

8 weeks. 8 modules. Infinite impact.

WEEK 1

Data Analytics Foundations & Excel

- Discussion of Curriculum — what business analytics is and why it matters
- Descriptive, Predictive & Prescriptive analytics — the three pillars
- Data analytics lifecycle: Collect → Clean → Analyse → Visualise → Decide
- Excel basics: SUM, IF, VLOOKUP, INDEX/MATCH, Pivot Tables & Charts
- Sorting, filtering, conditional formatting & named ranges



WEEK 2

Data Cleaning, Statistics & Probability

- Handling missing values, duplicates, outliers & inconsistent formatting
- Power Query for automated data cleaning pipelines
- Mean, median, mode, variance, standard deviation & skewness
- Distributions, Simpson's Paradox & survivorship bias in real data
- Probability rules, conditional probability & expected value in business



WEEK 3

Visualisation, Hypothesis Testing & Regression

- Chart grammar: bar, line, scatter, histogram, box plot & heatmap
- Data-ink ratio: remove everything that doesn't communicate information
- A/B Testing: null hypothesis, p-values & t-tests
- Power Query: avoiding p-hacking in real business decisions
- Simple & multiple linear regression — interpreting coefficients in plain English



8 weeks. 8 modules. Infinite impact.

WEEK 4

SQL for Data Analysis

- Introduction to SQL for Analytics: databases, tables & schemas
- Core data queries: SELECT, WHERE, GROUP BY, ORDER BY, HAVING
- Joins: INNER, LEFT, RIGHT & FULL — when and why to use each
- Subqueries, CTEs & window functions for advanced extraction
- Data Extraction: pulling business insights from structured databases



WEEK 5

Python for Analytics

- Python for Analytics: environment setup, notebooks & workflow
- Pandas: DataFrames, merging, groupby, apply & data wrangling
- NumPy: arrays, vectorised operations & numerical computing
- Data Analysis: EDA patterns, correlation matrices & outlier detection



WEEK 6

Power BI, Data Models & Dashboards

- Power BI workflow: Connect → Transform → Model → Visualise → Publish
- Power Query editor: transformations, data types & merge queries
- Star schema: fact tables, dimension tables & relationships
- DAX: CALCULATE, SUMX, FILTER & time intelligence functions
- Dashboard design: KPI cards, slicers, drill-through & cross-filtering
- Practice: Build a full sales performance Power BI dashboard



8 weeks. 8 modules. Infinite impact.

WEEK 7

Predictive Analytics & ML Basics

- Introduction to Predictive Analytics: supervised vs unsupervised learning
- Machine Learning Basics: how models learn from data
- Classification: decision trees, logistic regression & model evaluation
- Clustering: K-means & customer segmentation in practice
- Model Evaluation: accuracy, precision, recall, confusion matrix & ROC



WEEK 8

Applied Business Analytics by Domain

- Business Case Analysis: Pyramid Principle & structured storytelling
- Customer Analytics: RFM segmentation, cohort analysis, CLV & churn indicators
- Market Analytics: TAM/SAM/SOM, trend indexing & price elasticity
- Financial Analytics: variance analysis, break-even, P&L & financial ratios
- Project Planning: defining KPIs, scoping problems & communicating insights to stakeholders



WHO THIS IS FOR

This course is perfect for

Consultant

Finance Professional

Accounting Professional

Marketing Professional

Analyst

Students and Career Switchers

CERTIFICATIONS



ALUMNI NETWORK

Our alumni work at world-class companies

Amazon

Adobe

Google

Autodesk

Microsoft

Dalme

Your career switch is one click away.

Ready to begin? Apply at adyapanschool.com or email us at support@adyapan.com

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