

## **P.G. Diploma in Business Analytics: What is it all about?**

Most industry sectors have recognized the value that Business Analytics can provide in not only driving Business Solutions, but also in helping them to differentiate themselves to customers, investors and regulators. The global Business Analytics is a USD 105 billion market, growing at a CAGR of 8%. India, with its surfeit of talent, has become the Analytics hub for organizations across the world. Large corporate like Walmart, Target, Citibank, ICICI Bank, Airtel, Vodafone are increasingly adopting analytics in their processes. Consulting giants like PwC, IBM, Accenture, Infosys have large teams offering Analytics solutions to their clients. All of these translate into a huge global and domestic demand for Business Analytics professionals. According to Analytics India Magazine (2013), India will remain the preferred destination for Analytics Outsourcing as compared to other Asian countries like Philippines and China. Unlike the BPO's, Analytics (considered as part of KPO) requires skills that are not easily available in these countries. India's Analytics talent pool will be in high demand because of their process expertise and English language proficiency.

### **Programme Outcome**

The programme will develop a deeper sense about management principles and techniques in the field of marketing, finance, quantitative analysis and entrepreneurship. They will also equip themselves with adaptive thinking which is applicable in the management domain.

Students will learn special skill sets for application of Business Analytics in the field of management. Computational skills are vigorously focussed in the programme.

A reasonable mix of common courses with core courses will make them self-directed on the path of continuous learning. Core courses will make them capable to apply analytics in specific areas and then to effectively communicate to the stake holders of given management challenge.

A good Data Scientist or Business Analyst is supposed to work effectively and efficiently in the individual capacity and as a team. The programme delivery will in-built these skills and aptitude. Students will get the updated knowledge and developments in the field of Analytics by virtue of interactions with learned industry professionals and academicians

### **Eligibility Required For PG Diploma In Business Analytics**

Any Graduate passed from a recognized University.

## **Major Employers in Business Analytics**

There are mainly four types of employers

1. Large IT companies who have an Analytics practice [Example: Accenture, Infosys, TCS, Wipro]
2. Analytics KPOs [Example: Genpact, WNS]
3. In-House Analytics Units of large corporate [Example: Citibank, Dell, HP, Spencer, Target]
4. Niche Analytics firms [Example: Cognizant Analytics, AbsolutData, Mu Sigma Analytics]

## **Career Opportunities**

After learning this programme, student can have following roles in the industry.

- Analytics Analyst
- Data Analyst / Data Management Analyst
- Research Analyst
- Reporting & Analytics Lead
- Data Scientist
- Predictive Analytics Specialist
- Data visualizers
- Business Analytics Consultant
- Data Miner
- Analytics Manager
- Predictive Modelling Analyst
- Statistician