

Nurturing Talent – Learn with Industry Experts To Solve Real World Problems



Business Analytics Certification In Collaboration with GrowYT



INTRODUCTION

GIPS prepare an individual to become experts in their chosen field and builds knowledge and skills needed to succeed in their workplace.

GIPS follows Case-based learning approach to deliver professional knowledge which focuses on the use of real-world scenarios to illustrate the concepts and skills. Our pedagogy involves students working through a series of case studies, which allow them to apply the knowledge they have learned to real-world situations.

Our teaching encourages professionals to think creatively and develop problem-solving skills, as they work through the cases.

Our coaches -Industry experts provide valuable insights, best practices, guidance on how to be successful in industry roles. Additionally, they can provide mentorship and help you develop connections within the industry.

Business Analyst Certification Course:

A Comprehensive Guide. This 180-hour Business Analyst Certification Program, offered in partnership with GrowYT, is designed for both fresh graduates and working professionals looking to build or advance their careers in business analytics. The course offers in-depth training in MySQL, business statistics, and widely used tools such as Excel (both basic and advanced), Tableau, Power BI, and more. Through hands-on assignments and real-world projects using industry data, you'll develop practical expertise and gain mastery over essential business analytics techniques. Read on to explore the course content and discover why GIPS is the right place to start your analytics journey.

Business Analytics: A Game-Changer for Modern Businesses

Business analytics involves a strategic approach to analyzing data and extracting actionable insights that help businesses enhance productivity, improve efficiency, and drive revenue growth.

Recent studies show that:

- Data-driven companies are 19 times more likely to be profitable.
- Analytics enables businesses to make decisions 5 times faster.
- Organizations utilizing business intelligence and analytics experience an average ROI of 1300%.

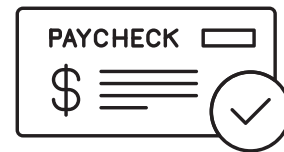
These figures highlight just how pivotal the role of a business analyst has become in today's data-centric world—offering immense value to organizations across industries.

WHY SHOULD YOU INVEST IN THE COURSE?

India Is The Fastest Growing Business Analytics Market #1



Job Growth
25%
by 2030



Avg Salary
for Business Analyst (Freshers)
6 LPA



Job Satisfaction
76%



Job Vacancies in India
12,185+



Course Highlights

- 180 Hours of Blended Learning
- 4 Tools Covered
- 50+ Assignments & Case Studies
- 5 Value Added Courses
- 2+ Capstone Projects
- 60+ Hours of Internship

Each module is integrated with assignments for you to apply the Business Analytics best practices. Upon completing the assignments, you'll have the opportunity to work on capstone projects and mould yourself into a confident Business Analyst who is industry-ready to tackle any challenge.

Skills Covered

- VBA and Macro Pivot Table Functions, Charts, Data Visualization
- Agile Tools and Technologies Covered
- Excel (Basics and Advanced)
- MySQL
- Tableau
- PowerBI
- SAS
- Fundamentals of Python

Value Added Courses

Basics of Statistics : Statistics is a branch of mathematics used to collect, analyze, and interpret data. It involves methods for drawing conclusions, making predictions, and understanding variability in various fields like in data analysis.

Fundamentals of R Programming: .R programming is a language for statistical computing and data analysis. It offers extensive libraries, data visualization tools, and supports various data formats, making it popular among data scientists and researchers.

Overview of Python: Python is a versatile programming language for data analysis, offering rich libraries like Pandas, NumPy, Matplotlib, and Seaborn. It simplifies data manipulation, visualization, and statistical modeling, making it popular among data analysts.

Understanding of ChatGPT: ChatGPT is a chat tool based on a powerful and advanced large language model developed by OpenAI, assisting users in tasks such as answering questions, providing explanations, generating creative content, and more. ChatGPT has gained popularity due to its ability to generate human-like text and its versatility in understanding and generating content across different domains.

Agile: Agile is a project management approach emphasizing flexibility and collaboration. It responds to feedback, ensuring adaptability. Through methodologies like Scrum and Kanban, it promotes timely, relevant product delivery with regular communication and adjustments.

Course Curriculum (4 Months)



Month 1: Business Analytics Foundations

Focus: Core Concepts, Excel, and Business Thinking

Topics Covered:

- Introduction to Business Analytics & Role of a Business Analyst
- Basics of Business Processes and KPIs
- Excel (Basic to Intermediate):
 - Functions, Pivot Tables, Charts
- Data Cleaning & Analysis Techniques
- Introduction to Business Statistics
- Case Study: Sales Performance Analysis in Excel
- Deliverable: Weekly Quizzes + Excel Mini Project

Month 2: Databases & Data Visualization

Focus: MySQL & Power BI

Topics Covered:

- SQL Basics to Intermediate:
 - SELECT, JOIN, GROUP BY, Subqueries, CTEs
- Data Filtering and Aggregation
- Introduction to Power BI:
 - Dashboards, Visualizations, DAX Basics
- Case Study: Customer Segmentation Dashboard
- Deliverable: SQL Assignment + Power BI Dashboard Project

Month 3: Advanced Analytics & Tools

Focus: Tableau, Advanced Excel, and Data Storytelling

Topics Covered:

Tableau Essentials:

Dimensions, Measures, Filters, Calculated Fields

Storytelling with Dashboards

Advanced Excel:

Power Query, Macros, VBA Basics

Business Scenario-Based Analysis

Case Study: Market Trend Dashboard with Tableau

Deliverable: Tableau Capstone Project + Peer Presentation

Month 4: Real-World Applications & Soft Skills

Focus: Final Capstone, Agile, and Communication

Topics Covered:

Business Analysis Lifecycle (SDLC, Agile, Waterfall)

Writing BRDs, FRDs, and Use Cases

Tools Overview: JIRA, Trello, Lucidchart

Stakeholder Communication & Storytelling

Final Capstone Project:

A full business analytics case from data collection to dashboard delivery

Deliverable: Capstone Report + Panel Evaluation

Business Analyst Internship Program (3 Months)

Mode: Remote or Onsite (optional hybrid)

Duration: 12 Weeks

Month 1: Onboarding & Project Assignment

- Induction & Training on Industry Tools
- Assignment to a live project team
- Understanding client objectives and business problems
- Shadowing experienced analysts and performing data exploration

Month 2: Execution & Reporting

- Running SQL queries and generating insights
- Building dashboards in Tableau/Power BI
- Preparing reports, business requirement documents
- Participating in client calls and internal scrums

Month 3: Delivery & Presentation

- Finalizing business solutions
- Preparing executive summaries and stakeholder decks
- Presenting insights to mentors/supervisors
- Receiving feedback and performance evaluation

Certification:

Upon successful completion of the course and internship, participants will receive:

Business Analyst Certification

Internship Experience Letter

Capstone Project Report

Why Choose GIPS?



Industry-Focused Curriculum

Designed in collaboration with GrowYT and aligned with real-world business needs.



Hands-On Tools & Projects

Learn MySQL, Excel, Tableau, Power BI, and more by working on live data and case studies.



Mentorship by Experts

Learn from certified industry professionals with years of practical experience.



Guaranteed Internship

Gain real-time exposure with a 3-month internship on live business projects.



Placement Assistance

Access to career support, resume guidance, interview preparation, and job referrals.

Start Learning at as Low as
₹8999/- Per Month
with EMIs @ 0% Interest
COURSE FEE : 65,999/-

**For further information regarding EMI, please feel free
to contact our career counsellors.**

**We offer classroom training at 84999/ at selected
locations.**

www.gipsedu.in

THANK
YOU!