

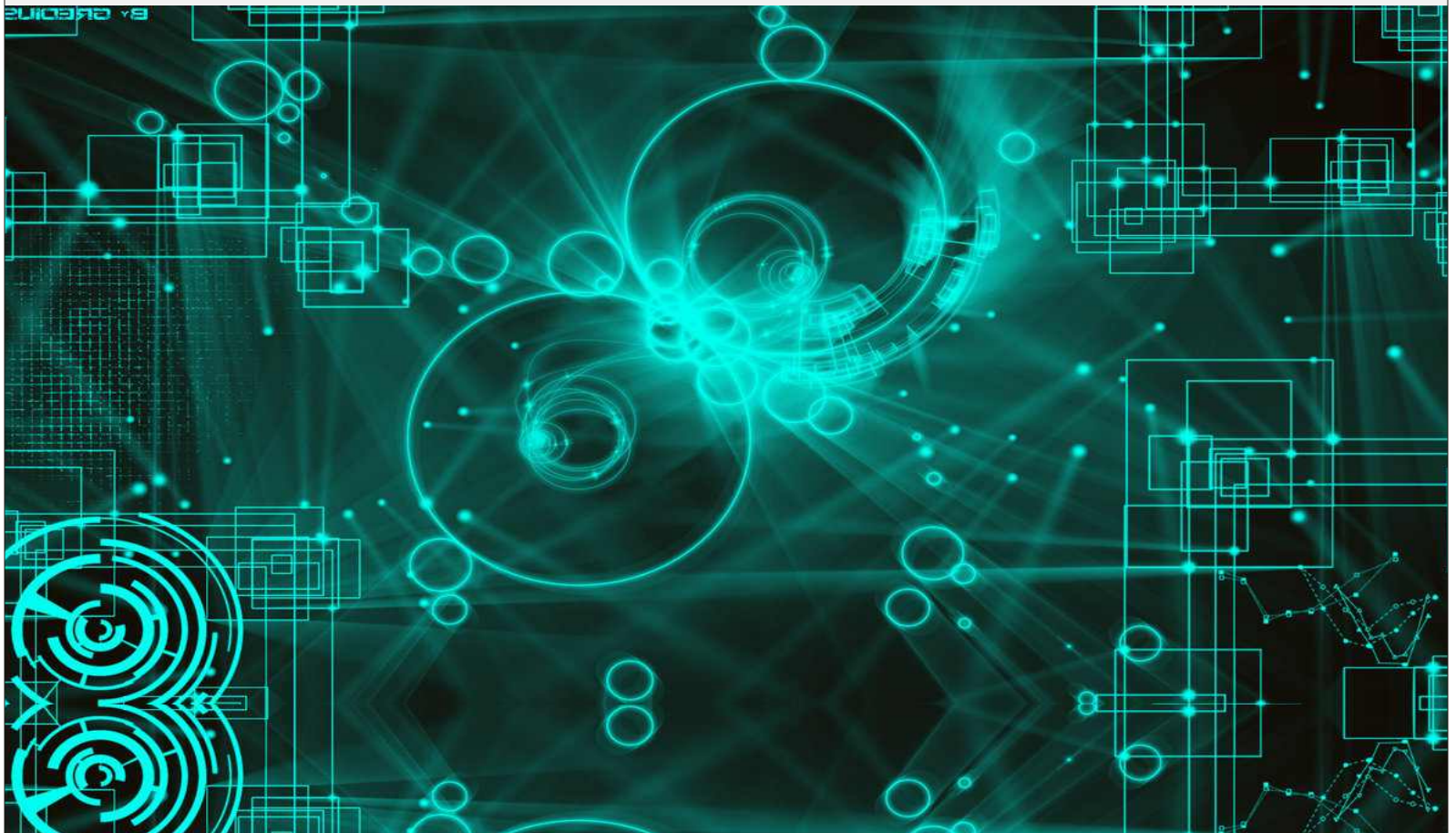
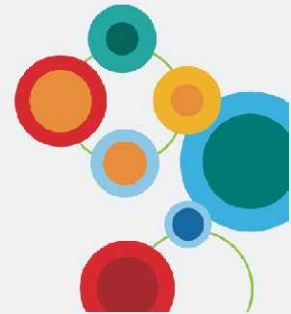


# IBM Business Analytics Lab

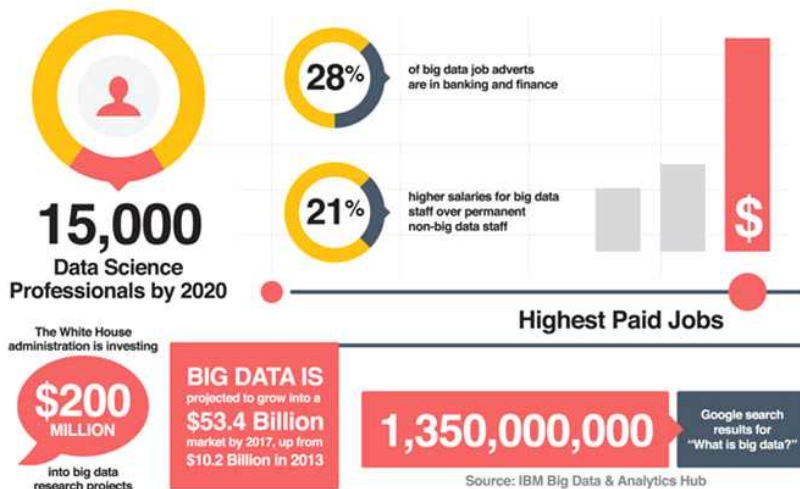
Initiative of the Career Education Program



In collaboration with:  
**Lloyd Business School, Greater Noida**



## Be a Part of the Global Big Data Revolution



**IBM Globally Certified PGDM/ Executive Courses**



**IN  
BIG DATA  
AND  
ANALYTICS**

## WHY STUDY BUSINESS ANALYTICS?

Shrinking geographies and compounding data has led the world to become a global village. While industries focus on expansion, the regular management courses present limitations in incorporating this new and fast dynamism. The course is designed to provide in-depth knowledge of analytical techniques along with multi-functional linkages, targeted at inducing the following qualities in aspirants

**Critical Thinker**  
Ability to see the future

**Problem Solver**  
Optimizer

**Finder of Opportunities**  
Ability to focus on key issues

**Business Analytics is a set of techniques and processes that can be used to analyze data to improve business performance through fact-based decision-making.**

**Business Analytics and Business Intelligence create capabilities for companies to compete in the market effectively.**

**By 2020, India will face a demand-supply gap of 2,00,000 data analytics professionals**

**In a recent article based on a survey of nearly 3000 executives, MIT Review reported that there is striking correlation between an organization's analytics sophistication and its competitive performance.**

**Business Analytics helps companies to find the most profitable customer and allows them to justify their marketing effort, especially when the competition is very high.**

**The 2020 global estimate calls for 2.7 million job postings for analytics and data science roles**

**Lloyd Group of Institutions** has a well-deserved reputation for delivering high quality programmes at both undergraduate and postgraduate levels across the academic departments of Law, Management, Pharmacy and Education. Investment plans and developments are ongoing to undertake significant projects of building and modernisation in the coming years which will include: further upgrading of classrooms, lecturing facilities and specialist laboratories, indoor and outdoor sports and recreation facilities "

IBM Business Analytics Lab demonstrates the College's commitment to modernisation of facilities and infrastructure. All infrastructural developments reflect new academic and enrolment growth.

### Program Highlights – Course I (PGDM in Business Analytics) - 2 Years

The Post-graduate Diploma in Management (PGDM) in Business Analytics by Lloyd Business School (Course –I), offered in collaboration with IBM, provides an unmatched opportunity for individuals to begin or shift their career in the exhilarating field of business analytics.

The program has an industry-endorsed unique pedagogy that blends general management & analytics to make you business ready in analytics. The executive program in BA (Course-II) is delivered in a blended learning format that causes minimum disruption to work schedule for working professionals.

Delivery Format	Classroom sessions in specially designed IBM Business Analytics Lab at Lloyd
Tools Covered	R, SAS and Tableau, Watson Analytics Statistical techniques such as Linear Regression, Logistic Regression, Forecasting, etc. Popular data mining techniques such as Classification, Market Basket Analysis, Clustering, etc. will also be taught to student
Experiential Learning	IBM Certified Faculty, Industry Experts , IBM Certified Lloyd Faculty
Certification	Dual certificate from IBM & Lloyd Business School



## Program Highlights – IBM Globally Certified Executive Program (Weekends only)

Specialization	Course II (80 hours)	Course III (40 hours)	Course IV (40 hours)
	Data Scientist	Predictive Analytics Modeler	Business Intelligence Analyst
	INR 65,000	INR 35,000	INR 35,000

### Program USP

Weekend Classroom & Online Program	Expert Faculty & Trainers from IBM	Competent Course Structure designed by IBM	State of the art-business analytics lab	Economical Fee structure
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Eligibility	Graduate in any discipline
Certification	IBM

### DATA SCIENTIST

The Data Scientist career path prepares students to use the Big Data platform and data governance in order to efficiently store and manage massive amounts of data. This will require skills in Big Data architecture, such as Hadoop, Map Reduce, Hbase, Big SQL and BigSheets. The Data Scientist will use tools to capture, store and analyze structured and unstructured data.

#### LEARNING MODULES

##### Module I-Data Management Overview

- Data Overview, Industry Applications, Case Studies
- Understanding Big Data

##### Module II-Big Data Foundation

- Hadoop architecture and administration
- Big Data platform and data governance

##### Module III-Data Scientist

- Big Data architecture
- Storing and processing data with Hadoop
- Creating data using HDFS and GPFS
- Data distribution and storage with MapReduce
- Hadoop Query languages (Pig, Hive, Jaql)
- Distributed storage system with Hbase and NoSQL
- Queries using BigSQL
- Analyze structured and unstructured data with text analytics
- Application Development Lifecycle

### PREDICTIVE ANALYTICS MODELER

The Predictive Analytics Modeler career path prepares students to learn the essential analytics models to collect and analyze data efficiently. This will require skills in predictive analytics models, such as data mining, data collection and integration, nodes, and statistical analysis. The Predictive Analytics Modeler will use tools for market research and data mining in order to predict problems and improve outcomes.

#### LEARNING MODULES

##### Module I-Analytics Overview

- Business Analytics Overview, Trends, Case Studies
- Understanding Business Intelligence and Analytics

##### Module II-Business Analytics Foundation

- Introduction to Data Mining CRISP-DM

##### Module III-Predictive Analytics Modeler

- Nodes and streams
- Initial data mining, storage and field measurement
- Understanding the data (valid and invalid values)
- Integrating data (methods, options, merging, and sampling)
- Deriving and reclassifying fields (CLEM)
- Looking for relationships (matrix, distribution, means, histogram, statistics and plot)
- Functions (conversion, string, and statistical)
- Data transformation
- Statistical, graphical and sample nodes
- Automated data mining and modeling
- Predictive models and customer segmentation

### BUSINESS INTELLIGENCE ANALYST

The Business Intelligence Analyst career path prepares students to learn the essential reporting software's to create management reports. This will require skills in reporting applications such as Data Filters, Data Graphics, SQL, HTML, and structured and unstructured data. The Business Intelligence Analyst will use tools to create reports, analyze, and monitor events to meet an entity's requirements.

#### LEARNING MODULES

##### Module I-Analytics Overview

- Business Analytics Overview, Trends, Case Studies
- Understanding Business Intelligence and Analytics

##### Module II-Business Analytics Foundation

- Business Intelligence Overview
- Reports and Metadata models

##### Module III-Business Intelligence Analyst

- Introduction of Reporting Application
- List Reports and Crosstab Reports
- Advanced data filter
- Data graphics (charts, numerals, visualization)
- Parameters and prompts
- Query models and relationships (using SQL)
- Advanced dynamic reports
- Data sorting using effective prompts
- Report distribution through Bursting
- Data user interaction with HTML
- Structures and unstructured data

*Join globally accepted Business Analytics program at Lloyd for an exponential career growth*

For more information contact us on: [ibm.businessanalytics@lloydcollege.in](mailto:ibm.businessanalytics@lloydcollege.in)  
 Visit the online portal at: [www.ibm.biz/ibmskillsacademy](http://www.ibm.biz/ibmskillsacademy)  
 Facebook: [www.facebook.com/ibmskillsacademy](http://www.facebook.com/ibmskillsacademy)

## ADMISSIONS

- PGDM in Business Analytics batch starting August 2020
- Executive Programs in Business Analytics batch starting February 2020

For Admission/Application/Enquiry :

Visit us at :

**Lloyd Business School**

Plot No.11, Knowledge Park 2, Greater Noida,  
Delhi-NCR, U.P - 201306

or Call the Admission counselor at +91 - 987-325-0790, 966-718-0341

E-mail: [ibm.businessanalytics@lloydcollege.in](mailto:ibm.businessanalytics@lloydcollege.in)

Web: [www.lloydbusinessschool.edu.in](http://www.lloydbusinessschool.edu.in)



IBM Business Analytics Lab at Lloyd

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