

BUSINESS ANALYTICS & MIS (with AI)

Business Analytics & MIS course is suitable for a wide range of academic students, but it is particularly beneficial for those with interests or backgrounds in fields where data-driven decision-making and analytical skills are highly valued. Here are the most relevant academic profiles:

1. Business and Management Students (**MIS**)
2. Economics, Finance and Accounting Students
3. Financial Modelling
4. **For Human Resource Information System (HRIS)/ HR Managers**
5. Mathematics and Statistics Students
6. Computer Science or IT Students
7. Health Sciences Students
8. Entrepreneurs or Aspiring Entrepreneurs

The purpose of a ***Business Analytics course*** is to equip individuals with the skills, tools, and techniques needed to analyze data effectively and make data-driven business decisions. Business analytics combines elements of statistics, business intelligence and technology to help organizations identify upcoming business trends, solve problems, and seize opportunities.

KEY PURPOSE OF BUSINESS ANALYTICS & MIS COURSE

1. Understanding Data and Its Role in Business
2. Equipping with Analytical Tools for fetching precise data for Business
3. Developing Problem-Solving Skills
4. Improving Decision-Making
5. Retrieve data for futuristic Business approach

MODULE 1: ADVANCE EXCEL with AI

Excel General

- Workbook, Worksheet, Workspaces
- Row & Column Settings
- Calculation Basics in Excel
- References (Relative, Absolute, Mixed)
- Find & Replacing Data
- Header & Footer setting
- Auditing, Freeze Panes
- Autofill, Autocorrect, Autoformat
- Working with Charts

➤ **Excel Functions**

- **Logical Functions:** (if, Nested if, AND, OR, NOT, XOR, False, True etc)
- **Date and Time Functions:** (Date, Day, Now, Today, Month, Year, Time, Weekday etc)
- **Information functions:** Cell, Error, Isnumber, Iseven, Itext, Type, etc.
- **Data Base Functions:** (DSUM, DMAX, DMIN, DCOUNT, etc)
- **Math & Trigonometry Functions:** (Rand, Round, MOD, SUMIF, LCM etc)
- **Statistical Functions:** (Average, COUNTIF, MAX, MIN, Count, Countblank, etc)

DATA ANALYSIS IN EXCEL (ADVANCE EXCEL)

- **If And Analysis, What if Analysis**
- **Goal Seek, Solver, Scenarios**
- **Naming Cell Range (Local and Global)**
- **Protecting sheet & workbook**
- **Importing and Exporting Data**
- **Grouping and Subtotal**
- **Macro (recording tool)/EDITING**
- **Customizing Sheet/Cells /Rows/Columns**
- **Customizing Excel Window**
- **Sorting and Filtering Data, Advance Filter**
- **Data Validation**
- **Pivot Table, Pivot Chart, Power Query**
- **Consolidation of Sheets**
- **H Lookup, V Lookup, X Lookup**
- **RD CALCULATION**
- **Printing Worksheet, Custom List**
- **Working with Excel CSV files**
- **Making Excel to PDF file**

LIVE PROJECT ON BULK DATA

- **Creating Reports with Bulk Data**
- **Loan Sheet Preparation (PPMT, IPMT, PMT)**
- **Use of AI (ChatGPT) to boost productivity**

MODULE 2: MySQL DATABASE

- DBMS Terminologies
- Relational Database
- Introduction to MySQL
- **SQL Data Types**
- SQL Constraints
- **Integrity Constraints**
- **SQL Operators**
 - Arithmetic Operators
 - Relational Operators
 - String Operators
- **Creating Tables** based On Integrity Constraints
- **Altering Table**
 - Adding New Fields
 - Changing Existing Fields
- Customizing Table
 - Creating Table from Other Table
 - Creating Duplicate Table
 - Renaming a Table
 - Renaming an Attribute
- Insert, Update, Delete
- Select Command
- **Where** (Retrieval of Specific Rows)
- Working With Expressions
- Checking Multiple Conditions (And, Or, Not Operator)
- Exists, Not Exists
- Between, Not Between

- **SQL Functions**
 - Aggregate Functions,
 - Arithmetic Functions
 - Character/String Functions
 - Numeric Functions
 - Date and Time Functions
 - Control Flow Function
- Arranging Records (**Order By**)
- Grouping Results (**Group By**)
- Placing Conditions on Groups (Having Clause)
- Table Aliases
- **MySQL Joins**
 - Inner Join
 - Left Outer Join
 - Right Outer Join
 - Outer Join
 - Cross Join, Self Join
 - Unions In MySQL
- **MySQL Views**
 - creating view
 - updating view
 - fetching data from view
- **Sub-Queries and Nested Queries**
- Stored Procedures & Functions
- Windows Functions in MySQL
- Indexes in MySQL
- **Grant and Revoke**
- **Data Export and Import**

MODULE 3: GOOGLE SHEETS with AI

Introduction to Google Sheets

- What is Google Sheets?
- Differences from Excel
- Navigating the interface
- Creating and saving your first sheet

Basic Spreadsheet Skills

- Entering and formatting data
- Working with rows, columns, and cells
- Using basic formatting tools (bold, alignment, colors)
- Undo/redo, copy/paste, and autofill

Basic Functions and Formulas

- Introduction to formulas
- Common functions: SUM, AVERAGE, MIN, MAX, COUNT
- Cell references: relative vs. absolute

Organizing and Managing Data

- Sorting and filtering
- Freezing rows/columns
- Hiding/unhiding rows/columns
- Data validation (dropdowns)

Working with Multiple Sheets

- Adding, renaming, and linking sheets
- Cross-sheet references
- Using IMPORTRANGE for data from other files

Intermediate Formulas

- IF, IFS, AND, OR
- VLOOKUP and HLOOKUP
- INDEX and MATCH

Charts and Visualization

- Creating charts (bar, line, pie, combo)
- Customizing chart appearance
- Using sparklines

Collaboration and Sharing

- Sharing settings and permissions
- Commenting and suggesting
- Version history and restoring versions

(Advanced Level: Automation & Analysis)

Advanced Data Functions

- QUERY function deep dive
- Pivot tables: creation and customization
- Conditional formatting with custom formulas

Data Import & Cleanup

- IMPORTDATA, IMPORTXML, IMPORTHTML
- Text functions (SPLIT, JOIN, TRIM, TEXT, SUBSTITUTE)
- Cleaning messy datasets

Introduction to Scripting

- Introduction to Google Apps Script
- Automating tasks with simple scripts

Real-World Projects

- Sales dashboard
- Team task manager
- Analytics report with visualizations

MODULE 4: Power Bi (Data Visualization & Reporting) with AI

- Uses Of Power Bi, Components Of Power Bi
- Comparison Of Power Bi Version, Data Model And Importance Of Data Modeling
- Data Sources: How to connect and import data from different sources (Excel etc)
- **Power BI Desktop and Data Transformation**
 - Data Sources in Power BI Desktop, Loading Data in Power BI Desktop
 - Views in Power BI Desktop, Query Editor In Power BI
 - Transform, Clean, Shape, and Model Data
 - Manage Data Relationship, Editing a Relationship
 - Cross Filter Direction, Saving Workfile, Measures
- **Data Analysis Expression (DAX)**
 - Introduction and Importance to DAX, Data Types in DAX
 - DAX Calculation Types, Steps to Create Calculated Columns
 - Measures in DAX, DAX Syntax, DAX Functions, DAX Operators, DAX Tables and Filtering
- **Data Visualization**
 - Introduction to Visuals In Power BI, Visualization Charts in Power BI
 - Matrixes and Tables, Slicers and Map Visualizations
 - Gauges and Single Number Cards, Modifying Colors in Charts And Visuals
 - Shapes, Text Boxes, and Images, Custom Visuals
 - Page Layout and Formatting, Bookmarks and Selection Pane, KPI Visuals, Z-order, Grouping and Binding
- **Power BI Service**
 - Introduction to Power BI Service
 - Creating a Dashboard, Configuring a Dashboard, Quick Insights in Power BI
 - Power BI Q&A, Ask Questions about your Data
 - Power BI Embedded, Bookmarks and buttons
 - **Creating Reports and Dashboards:** Building reports by combining visualizations into a cohesive layout and creating interactive dashboards for data exploration

MODULE 4: An Introduction to Python Coding

- Variables, Data Types, Operator
- Condition Checking
- An Introduction to Looping
- An Introduction Lists and Strings

Duration: 4-5 Months X 3-4Days/week X 1.5-2 Hrs
2-2.5 Months X 6 Days X 1.5-2 Hrs

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