



ShikshaVertex

# Business Analytics

Master the skills on Business Analytics



SOLO SPRINT



LIVE EDGE



CAREER EDGE

**Added Extra Credentials From Leaders Like IBM**

(Give The Exam.Get Certified.Stand Out.)

**IBM**  
SkillsBuild

**#startupindia**

**Skill India**  
कौशल भारत - कुशल भारत





# About ShikshaVertex

## Shaping Skills. Elevating Careers

ShikshaVertex is a next-generation EdTech startup committed to transforming careers through powerful, practical upskilling. In an ever-evolving job market, we bridge the gap between academic knowledge and industry-ready skills.

Our mission is to empower students, job-seekers, and professionals with the tools they need to succeed — from foundational skills to advanced specializations in high-demand fields.

We believe that education is not just about learning — it's about evolving. With industry-aligned curriculum, expert mentorship, and outcome-driven training, ShikshaVertex is where ambition meets execution.

**Career-Focused Upskilling**



**Mentor Support**



**Industry-Relevant Curriculum**



**Flexible Learning**



**Hands-on Learning**



**Certification & Recognition**







## Why ShikshaVertex is Different From Rest?

### Built Different: Our Unique Edge



#### Outcome-Driven Learning

Every course is designed with clear career outcomes and job-readiness as the end goal.



#### Industry-Curated Curriculum

Programs are co-created with industry professionals to stay aligned with current and future skill demands



#### Soft Skills Integration

We don't stop at technical skills — communication, leadership, and interview readiness are built in.



#### Mentorship That Matters

Direct access to mentors who are real-world professionals, not just instructors.



#### Real-World Projects

Learners build a portfolio of hands-on projects that showcase practical expertise.



#### Placement Support

End-to-end job assistance, including resume building, mock interviews, and employer connections.

While many EdTech platforms offer courses, ShikshaVertex is built around outcomes. We don't just teach — we transform.

Our programs are meticulously designed to go beyond theoretical knowledge and focus on practical, real-world skills that employers actually look for.

We blend cutting-edge curriculum with mentorship, hands-on learning, and career development, making sure every learner not only learns but levels up — personally and professionally. At ShikshaVertex, we believe in learning that leads to earning.

**Because your career deserves more than just a Certificate**





## Our Top Recruiters

accenture

Google

Microsoft

ORACLE

Tech  
Mahindra

Deloitte.

tcs  
TATA  
CONSULTANCY  
SERVICES

amazon

fractal  
INTELLIGENCE FOR IMAGINATION

IBM.

HCL

BOSCH

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Path



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Leaders



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Portfolio

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# Scope of Business Analytics



**4-6 Million**

jobs by 2025



**10,000+**

Indian businesses are present on LinkedIn



**30 \$ Billion**

Industry in India by 2030



**88% CFOs**

are set to spend more on Business Analytics

## ANALYTICS

Business analytics uses data, statistical methods, and predictive models to drive smarter business decisions and improve performance.  
Join Business Analytics today and become an expert.





# Here is all the **Career Fields** you can Excel at

Business Intel Analyst

Data Scientist

Data Analyst

Chief Data Officer

Marketing Analyst

Risk Analyst

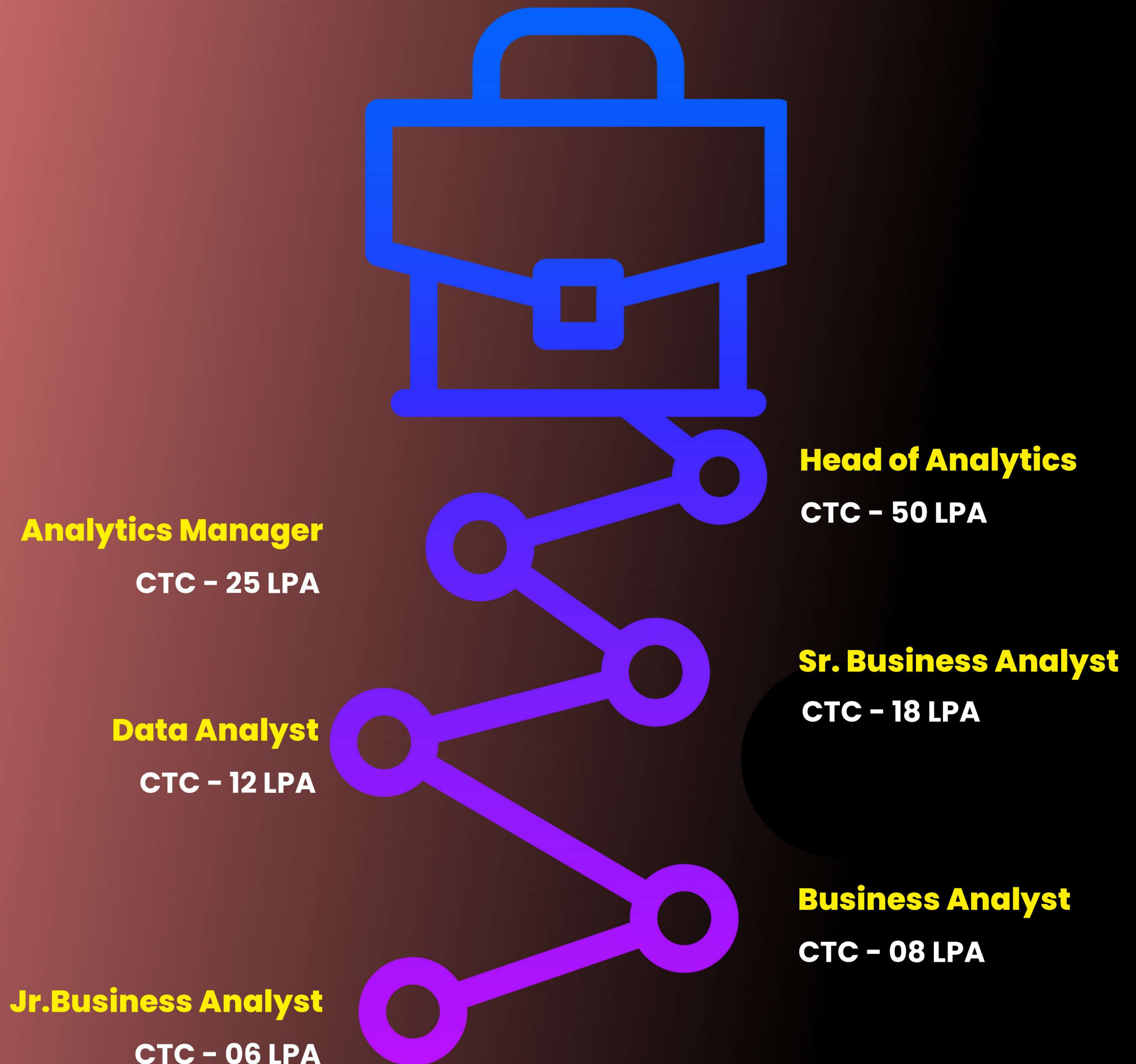
Product Analyst

Consultant





Here is how your **Career Trajectory** will look like







# 1

## Foundations of Business Analytics

### Introduction to Business Analytics

- ✓ What is Business Analytics? Scope and applications
- ✓ Role of analytics in modern business decision-making
- ✓ Framing business problems: defining objectives and identifying constraints
- ✓ Understanding data types: qualitative vs. quantitative, structured vs. unstructured

### Excel for Business Analytics

- ✓ Introduction to Microsoft Excel for data handling
- ✓ Navigating the interface: ribbons, worksheets, and workbooks
- ✓ Entering, formatting, and managing data efficiently
- ✓ Basic formulas and functions: SUM, AVERAGE, MIN, MAX, COUNT





## 2

## Data Handling & Statistical Concepts

### Data Handling with Excel

- ✓ Conditional Formatting for data insights
- ✓ Logical Functions: IF, AND, OR, Nested IF statements
- ✓ Working with Dates and Times
- ✓ Text Functions: LEFT, RIGHT, MID, CONCATENATE, TRIM
- ✓ Data Validation and Drop-down lists for clean inputs

### Statistical Analysis Using Excel

- ✓ Descriptive Statistics: Mean, Median, Mode, Count
- ✓ Variability Measures: Standard Deviation, Variance, Range, IQR
- ✓ Percentiles, Quartiles, and Outlier detection
- ✓ Correlation Analysis: Pearson, Spearman, and Kendall Coefficients





# 3

## Data Cleaning, Regression & Automation

### Preparing and Cleaning Data

- ✓ Importance of clean data in analytics
- ✓ Identifying and handling missing or duplicate values
- ✓ Text-to-Columns, TRIM, and CLEAN functions
- ✓ Reconciling data using VLOOKUP, HLOOKUP, and INDEX-MATCH

### Regression & Automation with Macros

- ✓ Introduction to Regression Analysis: Linear and Logistic Regression
- ✓ Performing regression analysis using Excel's Data Analysis ToolPak
- ✓ Interpreting regression outputs: coefficients,  $R^2$ , and significance
- ✓ Introduction to Macros: recording, editing, and running simple automation scripts





## 4 Reporting, Dashboards & Business Insights

### Data Summarization & Analysis

- ✓ Introduction to Pivot Tables and Pivot Charts
- ✓ Using Slicers, Filters, and Grouping for dynamic analysis
- ✓ Creating professional MIS reports for management
- ✓ Presenting analytical findings effectively

### Dashboard Design & Visualization

- ✓ What is a Dashboard? Types and best practices
- ✓ Visual storytelling with charts: bar, line, pie, combo charts
- ✓ Designing interactive dashboards using Pivot Charts and Slicers
- ✓ Key elements of impactful business dashboards





## Tools and Technologies you'll Learn







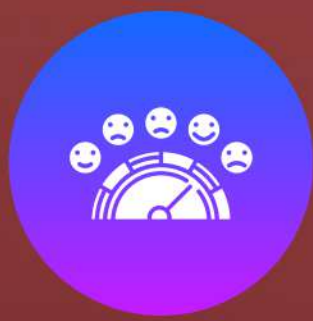
## Minor Projects :

Sales  
Performance  
Dashboard



Analyze and visualize company sales data using Power BI or Tableau.

Social Media  
Sentiment  
Analysis



Analyze Twitter or Instagram data to understand brand perception.

Marketing  
Campaign  
Analysis



Evaluate the effectiveness of ad campaigns using data analytics.



## Major Projects :

Financial  
Risk Analysis  
System



Build predictive models to assess investment or credit risk.

Healthcare  
Data Analytics  
Platform



Analyze patient data to improve diagnosis and treatment outcomes.

E-commerce  
Recommendation  
System



Use analytics to recommend products and improve customer experience.





## Showcase your Learning Journey



Certificate of Completion  
from ShikshaVertex

Certificate of Internship  
from ShikshaVertex







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