

# Course Content

## Business Analytics (Finance/Marketing/Supply Chain/HR)

### Module 1: Introduction to Research Methodology

- Introduction to Research Process
- Overview of Research Methodology Framework
- Understanding Primary & Secondary Data
- Methods of Data Collection
- Overview of Statistical Tools & Techniques

### Module 2: Identifying the Problem Statement

- Understanding the Problem definition
- Collecting Data related to the problem
- Defining objectives of the problem
- Scope & Limitations of the Study
- Review of Literature

### Module 3: Data Analysis

- Identifying an appropriate Methodology
- Exploratory Data Analysis
- Data Visualization and Interpretation

### Module 4: Methodology

- Application of statistical tools and techniques like MS-Excel, SPSS, R and Tableau on the problem set.
- Predictive Analytics

### Module 5: Findings and Suggestion

- Drawing inferences from data analysis
- Formulation of suggestions

### Module-6. Conclusion

- Summary of project activities
- Report Generation
- Reviews and Presentations