

MASTER'S COURSE IN DATA ANALYTICS

Master Data Analytics skills and take your career to the next level!



1.2 Million
Learners



1:1 Personalized
Mentorship



55% Average
Salary Hike

Master's Course in Data Analytics

Jump-start your career in Data Analytics with this master's course by IIT Madras and Intellipaat. Get trained in Power BI, data wrangling, data mining, machine learning, etc. Learn from IIT Madras faculty and industry experts with 1:1 mentorship.



Hottest Job of 21st Century



1.7 Million Job Postings

There is a global estimate of 1.7 million job postings for Data Analytics roles by 2022



Skill Development

Data Analytics professionals are equipped with various relevant skills fetching lucrative job offers



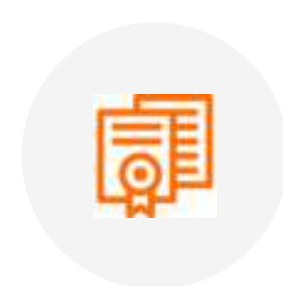
Growing Analytics Industry

45.4% CAGR in the global Data Analytics industry



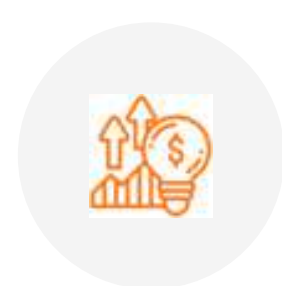
Future-oriented Career

Data Analytics is a budding field; a head start will prove to be beneficial



Popular Degree

40% Data Analytics professionals have a master's degree



High Demand

By 2022, India and US will face a demand supply gap of 430,000 Data Analytics professionals

Our Credentials



1.2 Million+

Aspiring Active Students



1,000+

Industry-expert Instructors



400+

Hiring Partners



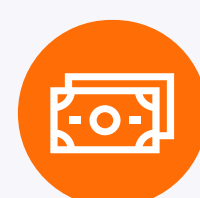
200+

Corporates Upskilled



55%

Average Salary Hike



155+

Countries' Learners

About Program

This Data Analytics Master's Course will help you become an expert in the domain of Data Analytics. In this course, you will learn about data analytics, data transformation, storytelling, optimization techniques, project execution strategies, data science, and data visualization. This course is designed by IIT Madras Faculty and industry experts with the aim to make you job-ready.



Learning Format
Online



7 Months
Duration



Career Services
by Intellipaat



CCE IIT M
Certification

Key Highlights

- ✓ 50+ Live Sessions
- ✓ 200 Hrs Projects and Exercises
- ✓ Learn from IIT Madras Faculty
- ✓ Job Assistance
- ✓ 3 Guaranteed Interviews by Intellipaat
- ✓ 24*7 Support
- ✓ 218 Hrs Self-paced Videos
- ✓ 16+ Courses
- ✓ Flexible Schedule
- ✓ Lifetime Free Upgradation
- ✓ 1:1 with Industry Mentors
- ✓ No-cost EMI Option

Program Pedagogy



Instructor-led Training
Get trained by top industry experts



24*7 Technical Support
Speak to Subject Matter Experts anytime and clarify your queries instantly.



Self-paced videos
Learn at your own pace with world-class content



Projects and Exercises
Get real-world experience through projects



Hackathons
Get a sense of how real projects are built



Peer Networking and Group Learning
Improve your professional network and learn from peers through our innovative Peer Chat tool.



Gamified Learning
Get involved in group activities to solve real-world problems



1:1 Personalized Learning
Hands-on exercises, project work, quizzes, and capstone projects

Live Courses



Module 1

Preparatory Sessions – Data Transformation using Ms. Excel & Python

Learn how to do data analysis, data transformation and other important data analysis functions. Basic fundamental of Python and learn how to do data analytics using the same.

Module 2

Data wrangling with SQL

- Introduction to SQL
- Database normalization
- Entity-relationship model
- SQL operators
- Join, tables, and variables
- SQL functions
- Subqueries
- SQL functions, views, and stored procedures
- User-defined functions
- SQL performance and optimization
- Advanced concepts

Module 3

Presto

- Introduction to Presto
- Writing Queries in Presto on large data sets.
- Data Transformation using Presto

Module 4

Introduction to Data Science & Statistics

- Descriptive Statistics
- Introduction to Probability
- Probability Distributions
- Hypothesis Testing and Estimation
- Goodness of Fit

Module 5

Business Problem Solving, Insights and Storytelling

- Business domains
- Understanding the business problem and formulating hypotheses
- Exploratory data analysis
- Data storytelling: Narrate stories in a memorable way
- Project on deriving business insights and storytelling

Module 6

Optimization Techniques

- Linear programming
- Goal programming
- Integer programming
- Mixed integer programming
- Distribution and network models

Module 7

KNIME

- Introduction to KNIME
- Working with data in KNIME
- Loops in KNIME
- Webscraping in KNIME
- Hyperparameter optimization in KNIME
- Hyperparameter optimization for Machine Learning Models using loops in KNIME
- Feature Selection in KNIME

Module 8

Statistics & Machine Learning using R Programming

- Programming with R
- Advance Statistics
- Data Mining

Module 9

Predictive Modeling

- Multiple linear regression
- Logistic regression
- Linear discriminant analysis

Module 10

Time-Series Forecasting

- Introduction to time-series
- Correlation
- Forecasting
- Autoregressive models

Module 11

Feature Engineering

- Handling unstructured data
- Machine Learning algorithms
- Bias variance trade-off
- Handling unbalanced data

- Boosting
- Model validation

Module 12

Advance Machine Learning Techniques

- Hyper parameter optimization
- Advance Machine Learning Libraries – XGBoost
- Solving Problems on Kaggle

Module 13

Data Science Execution Strategy

- Framework to Data Science strategy
- Mapping Data Science with data architecture strategy
- Executing Data Science strategy

Module 14

Business Case Studies

- Marketing & retail analytics
- Social analytics
- Logistics & supply chain
- Financial analytics

Module 15

Visualization using Power BI

- Introduction to Power BI
- Data Extraction
- Data Transformation – Shaping & Combining Data
- Data Modelling & DAX
- Data Visualisation with analytics
- Power BI Service (Cloud), Q&A, and Data Insights
- Power BI Settings, Administration & Direct Connectivity
- Embedded Power BI with API & Power BI
- Power BI Advance & Power BI Premium

Module 16

Data Science Capstone Project

In the Data Science & Business Analytics Capstone project, you will use all the knowledge and skills you have acquired throughout this advanced certification program and get real world Industry project exposure.

Skills to Master

- SQL
- Data Analysis
- Data visualization
- Machine Learning
- Advanced Statistics
- R Programming
- Data Wrangling
- Prediction algorithms
- Time Series
- PowerBI
- Data Mining

Tools to Master



Projects cover the following industries:



Retail



Social Media



Supply Chain



Entrepreneurship



E-commerce



Banking



Healthcare



Insurance

Beginner

Predicting class of a flower with petals data

This project is made to predict the class of a flower. By analyzing the data about the petal and their dimensions, the class of the flower would be determined using a trained Machine Learning model that has optimum accuracy.

Beginner

Data Analytics on Census dataset

The project is meant to analyze and predict whether an individual has an annual income of more than Rs 50000 or less using various machine learning techniques, some of which are supervised and unsupervised learning.

Beginner

Fraud Detection

The project will be creating a model which would help in detecting Credit Card fraud using Machine Learning subcategories like supervised, unsupervised, and reinforcement learning techniques like Neural Network and Random Forest.

Intermediate

Analyzing impact factors of the prepaid model in telecom

The goal of this project is to find the factors that have maximum impact on the preferences of the prepaid model. The project also aims at identifying the variables that are majorly correlated with the impacting factors.

Intermediate

Pokemon Analysis

Select a pokemon whose primary type is "Grass", secondary type is "Poison" with the maximum speed. It creates a model that predicts whether the selected pokemon is Legendary or not using Machine Learning and data analysis techniques.

Intermediate

Stock Market Analysis

This project focuses on Machine Learning by creating a predictive data model to predict the future stock prices. It also analyzes the current trends in the stock market using algorithms like Linear Regression and k-Nearest Neighbors.

Advance

Comment Identity & Classification

Work on the comment dataset of Yelp to build a multi-headed model that can identify & categorize various types of toxic comments (obscenity, insults, threats etc.). It must allow the user to find and select the required type

Advance

Book Recommender

This project aims at building a book recommendation engine based on past reading and buying history of an individual. It will analyze the dataset using Machine Learning techniques, R programming and its various libraries.

Advance

Loan Approval Prediction

The project aims to analyze whether the applied loan would be approved or not by identifying the variables correlated with impacting factors. It is predicted using techniques such as Logistic Regression, Decision Tree and Random Forest.

Advance

Recommendation Engine using Netflix prize dataset

The recommendation engine is built using Netflix prize dataset that will collect the data from various sources of a user, anticipate their preferences and will recommend movies according to the user's behavior and choices made earlier.



Dr. Arun K. Tangirala

Professor, IIT Madras

Dr. Tangirala is a professor at IIT Madras with expertise in analytical chemistry and a keen interest in the fields of Controller Performance Monitoring, Time frequency analysis of Processes, and Fuel cells, etc.



Dr. Nirav Bhatt

Assistant Professor, IIT Madras

He works as an assistant professor for the Biotech department at IIT Madras and holds a DSc from EPFL, Switzerland. His research interests span from modelling and optimization of biological networks to Machine Learning.



Prof. Babji Srinivasan

Associate Professor, IIT Madras

Prof. Babji is with IIT Madras as an assistant professor in the dept. of Applied Mechanics. He holds a Ph.D from Texas Tech University and his research interests span from Behavioural Informatics to Cognitive Systems Engineering.



Madhu Babu Cherukuri

Sr. Data Scientist at Intel Corporation

He carries over 15 years of expertise in handling various analytics projects, using several types of ML algorithms in multiple business domains. He also comes with extensive knowledge in SAS, SQL, R, Python and is proficient in Big Data Environment.



Vinayak Panchaman

Business Intelligence Consultant at IKEA

Vinayak has over 13+ years of experience and specializes in Data Modeling , preparing KPIs, SQL query, Functional Dashboards with Qlik, Power BI, Sentiment Analysis, etc along with holding a CSM (Certified Scrum Master) certification.



Prof. Shankar Narasimhan

Professor at IIT Madras

A fellow of the Indian National Academy of Engg., his research area includes data mining, process design & optimization, FDD etc. He has co-authored several reconciliation papers, a book and a course 'Data Science for Engineers' on the NPTEL platform.



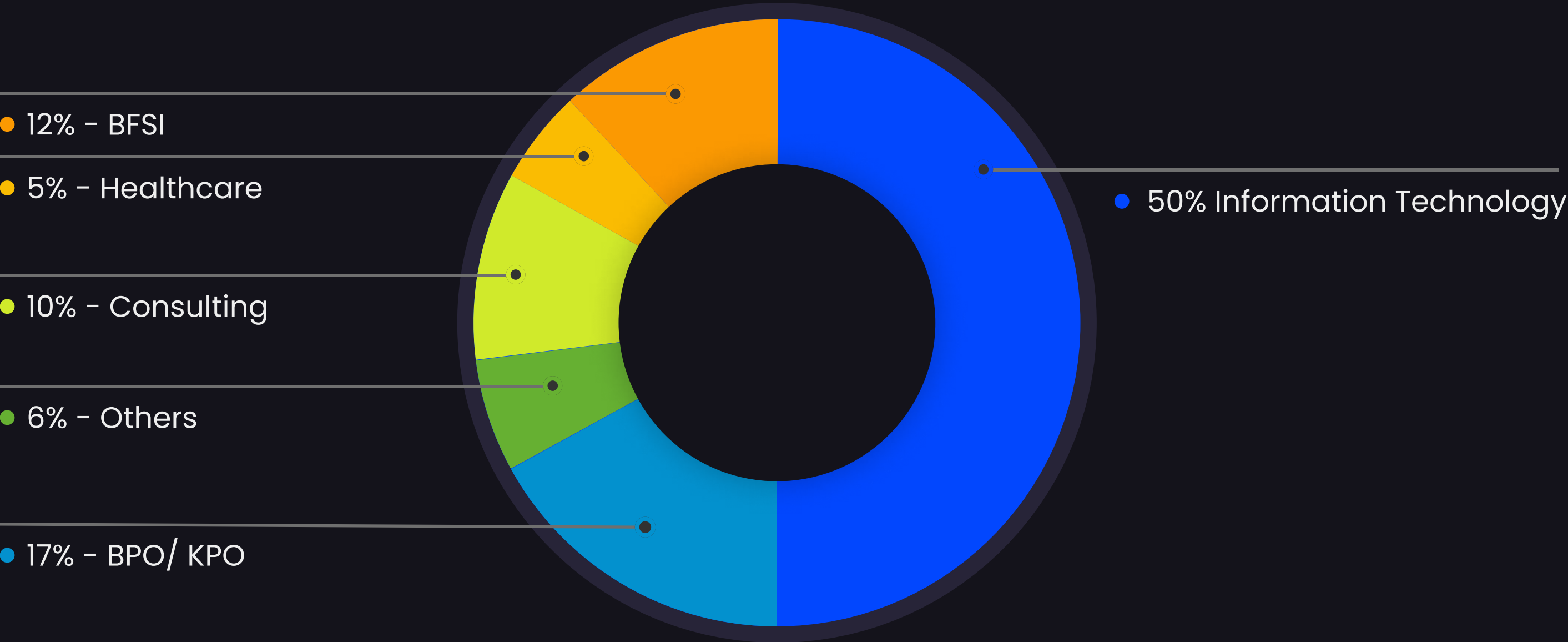
Mr. Suresh Ramadurai

Data Science Consultant

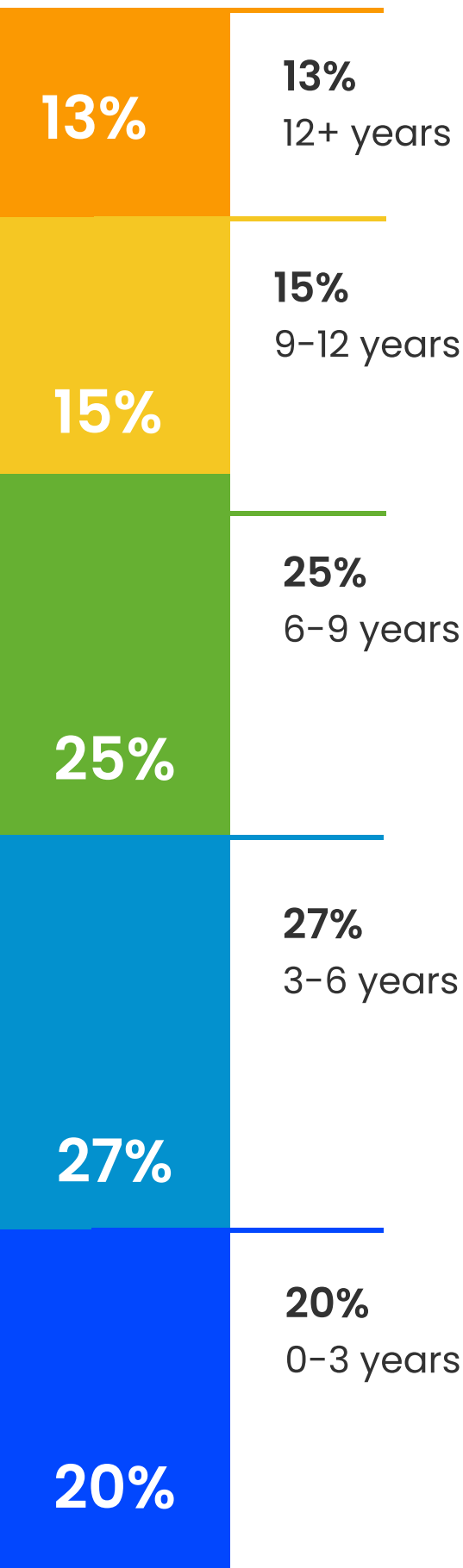
Spending 25 yrs in data science, he has excelled in driving profitable brands using research & analytics in advertising , market research in companies like JWT, IBM etc. An alumnus of IIT Delhi & IIM Bangalore, he currently teaches analytics.

Meet the Batch

Industries Our Learners Come From



Work Experience



Some of their current employers include

Glimpse of our Successful Transitions



4.6



4.5



4.38

Career Transitions



Abhilasha Kumari
Executive

From
Associate, Client
support

To
Executive



**Akinola Obafemi
Sanyaolu**
Data Analyst

From
Project Manager

To
Data Analyst



Melwin Rodrigues
Data Scientist

From
Customer Service
Agent

To
Data Scientist



Shehzin Mulla
Marketing Data Analyst

From
Data Analyst

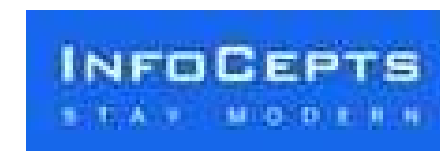
To
Marketing Data
Analyst



Vishal Sharma
Senior Analyst

From
Business Analyst

To
Senior Analyst



Ankit Kumar
Data Scientist

From
B.com Graduate

To
Data Scientist



Mahesh Chowdary
Data Scientist

From
Aircraft Maintenance
Engineer

To
Data Scientist



Jeanette Masso
Big Data Developer

From
Computer Technical
Specialist

To
Big Data Developer



Intellipaat Career Services



500+
Webinars



600+
Job Shares



400+
Hiring Partners



55%
Avg. Salary Hike

What Makes Us **Tick**



Career-oriented Sessions

Attend 25+ career-oriented sessions by industry mentors and plan your career trajectory



Profile Building

Craft a Data Analytics resume and LinkedIn profile and make an impression on top employers



Mock Interview Preparation

Prepare with mock interviews including most asked questions by top employers



1:1 Mentoring Sessions

Get 1:1 guidance at every step in your career transition to Data Analytics



Assured Interviews

Get job interviews with 400+ hiring partners including promising startups and top MNCs



Dedicated Job Portal Access

Get exclusive access to 200 job postings per month on Intellipaat's job portal



Job Fairs

Job fairs are conducted regularly to introduce learners to major organizations



Hackathons

Work in teams and get exclusive access to hackathons

Learner **Reviews**



Ramyasri Mandepudi
Recruiter at Goodwill Technologies

The trainers are amazing and the lectures included thorough understanding of all the concepts. Real life examples and the career mentoring sessions are useful at every step.



Kevin K Wada
Oracle Developer at Free Agent

The course is thorough, well-structured and provides a comprehensive learning in the Data Analytics field. Also, the practice tests and projects helped me in building strong skills in analytics.



Sampson Basoah
Tableau Developer

The course content is updated, industry-relevant and taught in-depth by the instructors. The instructors at Intellipaat are well-experienced. The Data Analytics course has helped me put the skills into practice



About IntelliPaat

Intellipaate is one of the leading online training providers with more than 1.2 million learners in over 155 countries. We are on a mission to democratize education as we believe that everyone has the right to quality education.

We create courses in collaboration with top universities and MNCs for employability like IIT Madras, University of Essex, University of Liverpool, IIT Roorkee, IIT Guwahati, SPJIMR, IBM, Microsoft, etc.

Our courses are delivered by SMEs & our pedagogy enables quick learning of difficult topics. 24/7 technical support & career services help learners to jump-start their careers.



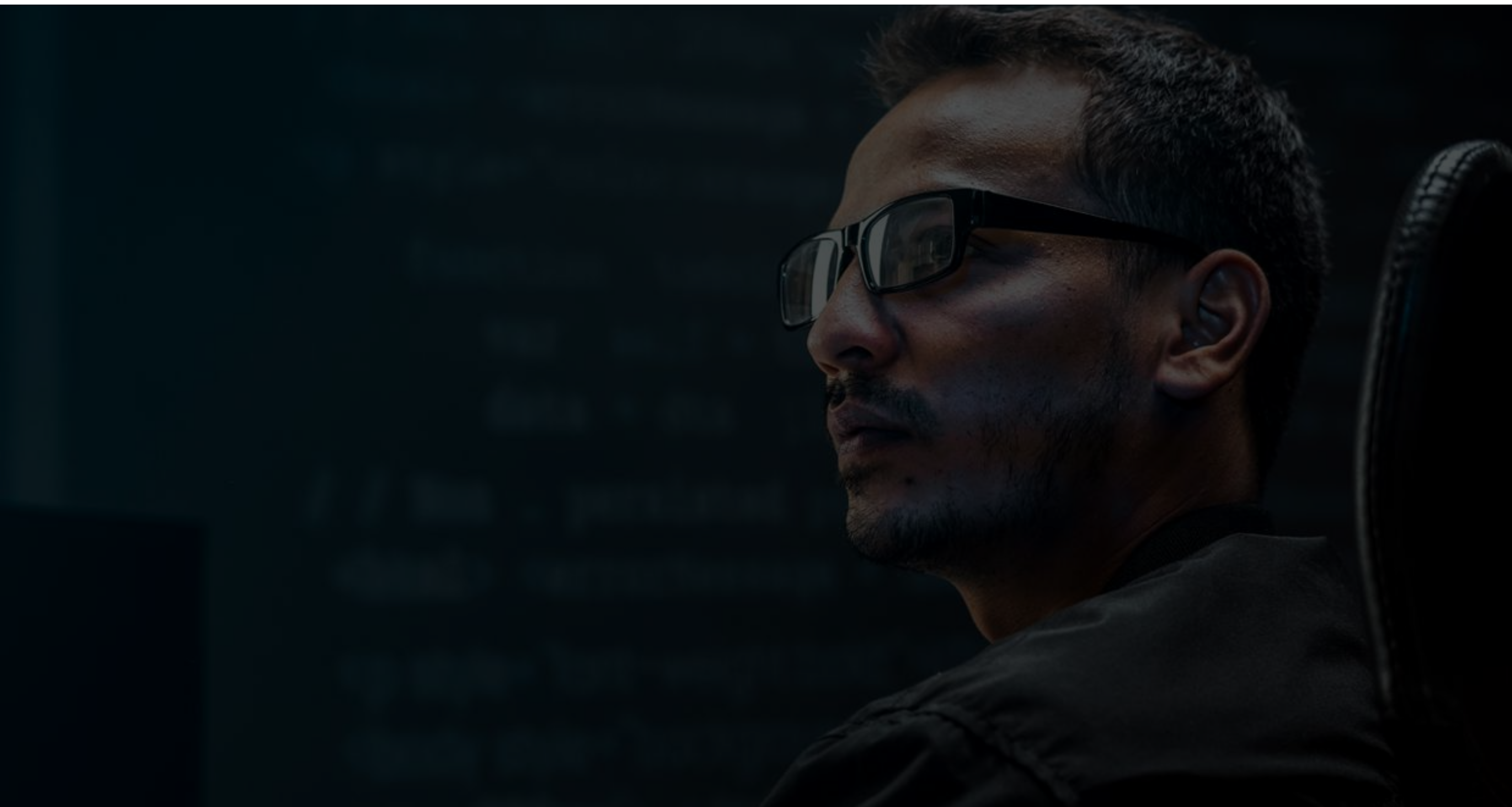
Collaboration with IIT Madras

IIT Madras Digital Skills Academy has initiated various programs in partnership with NASSCOM.

The courses offered by them are taught by leading academics and aim to upskill students and professionals in trending technologies through a blend of theoretical and hands-on knowledge.

Upon the completion of this course, you will receive:

- Advanced Certification in Business Analytics from Centre for Continuing Education, IIT Madras and IntelliPaat
- Lectures from IIT Madras faculty and industry experts



1.2 Million Learners & 200+ corporates across 155+ countries
upskilling on Intellipaath platform



Contact Us

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