



The First Step Towards a Data Analyst

CERTIFICATION IN DATA ANALYTICS

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ABOUT US

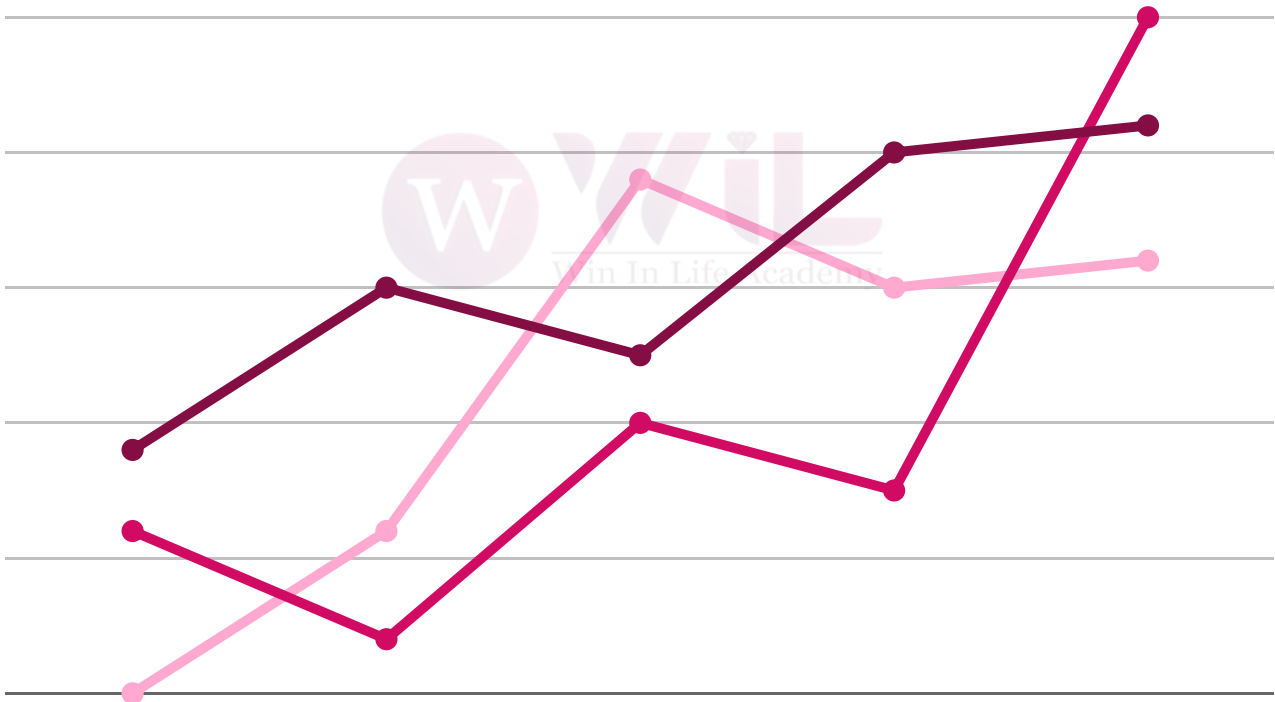
A Great Place to Learn

Win in Life Academy in Association with CLRI- Clinilaunch Research Institute is country's first and leading institute which provides training directly through the industrial faculty, create a simulation outside the industry to prepare the students for their professions. The institute serves as a bridge between freshers/aspirants and the industries to start or upgrade, to scale their career. Our team is committed to provide placement assistance to our students until they get their dream jobs.

We are obsessed with quality of the training and placement provided. Our academy has partnered with different industries and understood their requirements based on which courses are designed from short to long.

Our Mission

To provide affordable, holistic quality and industry oriented education to our aspirants to enable them to obtain their dream jobs and also to educate them along the way. The courses are designed as per industry requirements and are carefully integrated with basic knowledge of each domain.



Our Vision

To impart quality education maintain transparency and transform young and naïve minds into industry ready professionals.

GOALS & OBJECTIVES



- Imparting quality education by industry experts.
- Creating a positive atmosphere for questioning and learning.
- Opening up of creative minds for enhancement of self-worth.
- Improvement of verbal expressions.
- Preparing the students for multinational companies and subsequent growth in there avenues.

WHAT DO WE DO?

Working to bring significant changes in online & Offline based learning by doing extensive research for course curriculum preparation, student engagements, and looking forward to the flexible education!

99.99%

SUCCESS RATE

Accelerate your Career
Growth & Upskill Yourself.

Your Career Path Begins
Here.

CORE VALUES OF WIN IN LIFE ACADEMY



Transparency



Commitment



Affordability



Sincerity



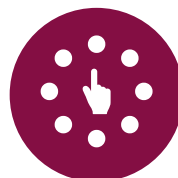
Quality



Personal attention



Sustenance



**Holistic
development**



FACULTY & INDUSTRY EXPERTS



Mr. Thoufiq



Ms. Pavithra



Dr. Anup



Vandana Parashar



Anuradha Palival



Dr. Srinitha

CERTIFICATION & ACCREDITATION

Our institute's recognition grew by leaps and bounds. We were recognized world over as a leading Academy.

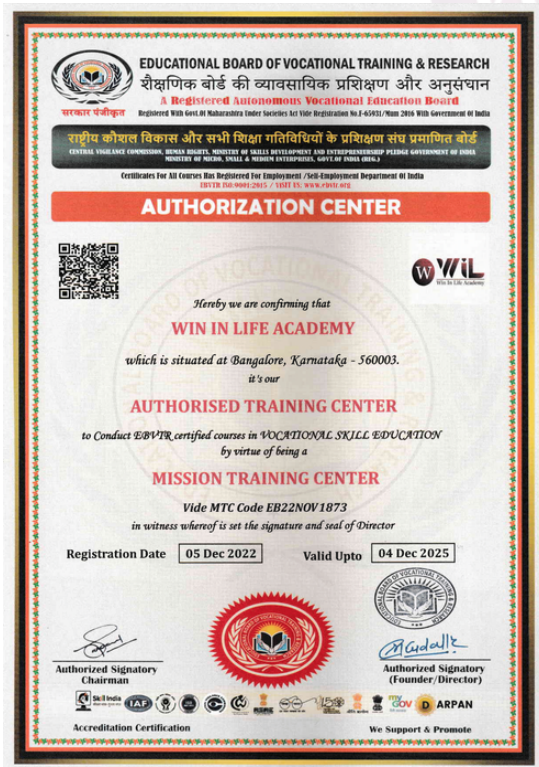


www.ebitr.com

शैक्षणिक बोर्ड की व्यावसायिक प्रशिक्षण और अनुसंधान

EDUCATIONAL BOARD OF VOCATIONAL TRAINING & RESEARCH

An Autonomous Board of Vocational Education Registered with Govt. of Maharashtra /mum 2016 with Govt. of India(Reg)



ABOUT DATA ANALYTICS

When considering a career as a data analyst, it's important to think about the wider context in which you'll be working. As individuals, we're generating masses of data all the time—data that is interesting for businesses and organizations as it tells them something about how we behave in relation to their products or services.

The more we rely on digital devices and services, the more data we generate—and, in turn, the more important it becomes for companies to make sense of this data.



BENEFITS OF DATA ANALYTICS



**Decision
Making**



**Identifying
Opportunities**



**Challenges
Employees**



**Automating
Recruitment**



**Reduces
Risks**



PROGRAM HIGHLIGHTS



**INDUSTRY
MENTORS**



**LMS
SUPPORT**



**IMPROVE
EFFICIENCY**



**INTERACTIVE
CLASSES**



**VIRTUAL
CLASSROOM**



**COST
EFFECTIVE**



**VALUE FOR
TIME**



**PLACEMENT
SUPPORT**



**GREAT
SERVICE**

SAMPLE CERTIFICATE



CERTIFICATE OF ACHIEVEMENT

This certificate is proudly presented to

Sample Certificate

For Successful Completion of The

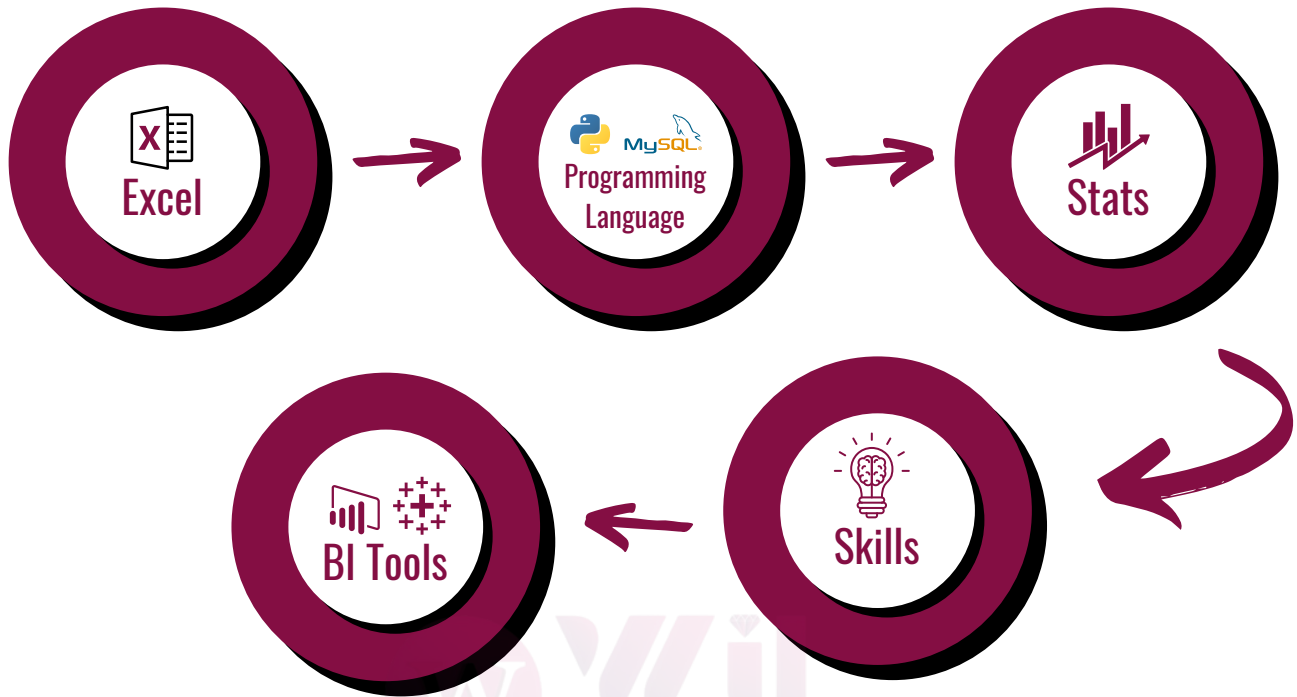
Certification in Data Analytics Professional

The awardee of this certificate has completed the above-mentioned course and has satisfactory knowledge of Data Analytics within the evaluation standards of the institute.

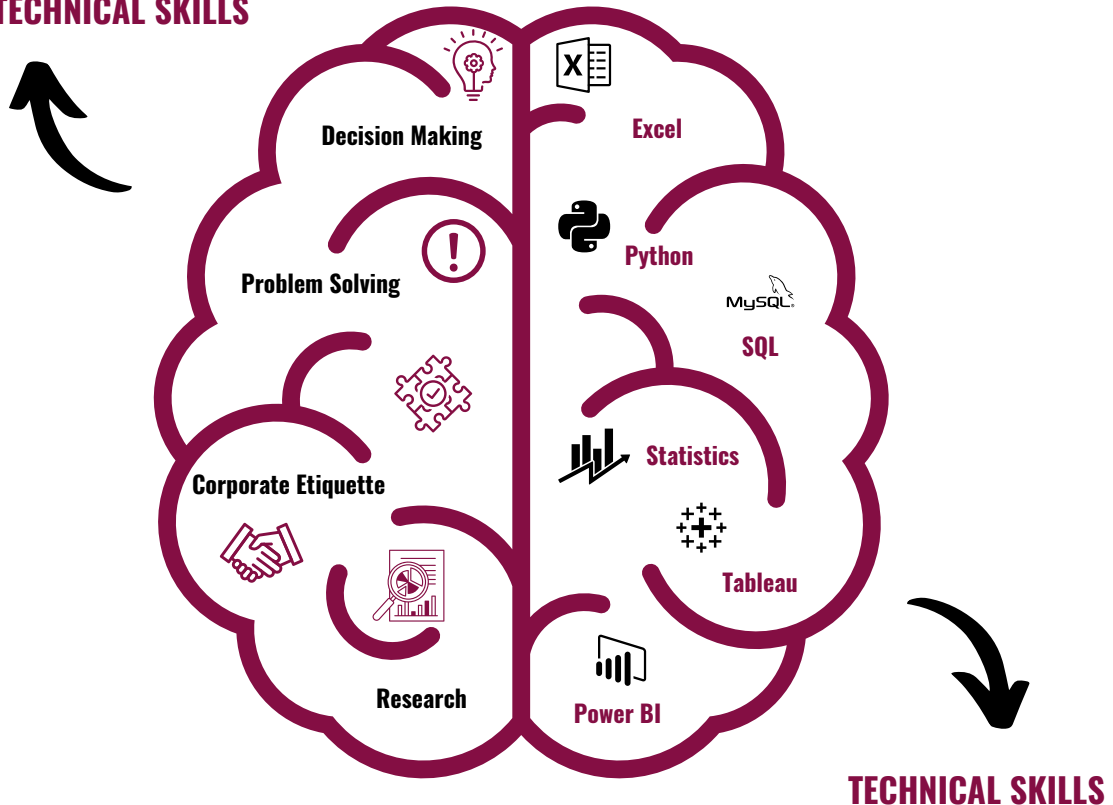
Dr. Karuna Mutalik
(Authorized Signatory)

Registration No: xxxx-xxx-xx
Date: xxxx-xx-xx

DATA ANALYST ROADMAP



NON TECHNICAL SKILLS



COURSE CURRICULUM AT A GLANCE

1 CORPORATE ETIQUETTE & SOFT SKILL TRAINING

2 EXCEL BASIC TO ADVANCE

3 DATA TOOLKIT

4 DATA PRE PROCESSING & VISUALIZATION

5 STATISTICS

6 DATA WRANGLING WITH SQL

7 POWER BI

COURSE CURRICULUM

MODULE 1:

30 days 20 hrs

CORPORATE ETIQUETTE & SOFT SKILL TRAINING

1.1: Introduction to Win in Life Academy

- Overview of course and course outcome
- What is Data Science and Data Analytics
- Career opportunities in the IT industry
- How do I choose the right career path?
- What is GOAL setting- SMART goal?
- CV preparation

1.2: Five must-have skills for every fresher

- Teamwork
- Communication
- Work Ethic
- Growth Mindset
- Openness to Feedback

1.3: Soft Skills for Career growth

- Problem Solving Ability
- Be Responsible
- Ability to adapt
- Time management
- Conflict Management
- Leadership

1.4: Soft Skills for Career growth

- Initiating and receiving a handshake in the corporate.
- Giving and receiving a business card
- Introducing and being introduced in the office
- Etiquette Training, behavior in the cubicle, Break-out area, meeting rooms, lift
- Email Etiquette
- Grooming and appearance for a business meeting
- Communication skills for team meetings, client meetings, and escalation.
- Listening skills demonstrate etiquette
- Making small Talk
- Using etiquette in professional networking to create relationships and referrals.
- Skills to lead and participate in business meetings

1.5: SOP standard operating procedures

- What is a Standard Operating Procedure (SOP)? And its purpose.
- Importance of implementing an SOP? And its advantages.
- How to prepare an SOP document, sample preparation, and write the SOP

1.6: JAM Session (just a minute)

- Prepare for JAM-Vocabulary, grammar, Mother tongue influence, tone pitch, eye contact, and proverbs, avoid repetition, long sentences, complex words, fillers & conclusion.
- Group Discussion
- Self-Introduction
- Mock Interview

1.7: Job application

- How to follow recruiters
- How to update social media platforms
- Portal activity, post on LinkedIn, Naukri.....
- How to apply for non-referral jobs
- Interview process
- Understanding offer letter and salary package (CTC)



MODULE 2: EXCEL BASIC TO ADVANCE

08 hrs

- INTRODUCTION TO SPREADSHEET AND EXCEL
- EXCEL USER INTERFACE AND FUNCTIONALITIES
- ENTERING DATA IN EXCEL
- TRANSFORMING AND MANAGING DATA
- FORMULAS AND FUNCTIONS
- PIVOT TABLE AND LOOKUPS
- DATA VALIDATION, CONDITIONAL FORMATTING AND MERGING CELLS.
- DATA ANALYSIS WITH REAL WORLD DATA WITH EXCEL

ASSIGNMENT 1: EXCEL

MODULE 3: DATA TOOLKIT

08 hrs

- SETUP FOR PYTHON
- BASICS OF PYTHON
- VARIABLES AND DATA TYPES IN PYTHON
- ARITHMETIC, LOGICAL AND CONDITIONAL OPERATORS.
- CONTROL FLOW IN PYTHON
- ITERATION WITH WHILE AND FOR LOOPS
- FUNCTIONS, SCOPE AND EXCEPTIONS
- FILE HANDLING

MODULE 4:

DATA PRE PROCESSING & VISUALIZATION

14 hrs

1. INTRODUCTION TO NUMPY

- NUMERICAL COMPUTING WITH NUMPY
- ARRAYS, VECTORS AND MATRICES IN NUMPY

2. INTRODUCTION TO PANDAS

- ANALYSING TABULAR DATA WITH PANDAS
- QUERYING, FILTERING, SORTING DATA FRAMES
- GROUPING AND AGGREGATION FOR DATA SUMMARIZATION
- MERGING AND JOINING DATA FROM MULTIPLE SOURCES

3. VISUALIZATION WITH MATPLOTLIB AND SEABORN

- BASIC VISUALIZATION WITH MATPLOTLIB
- VISUALIZATION WITH SEABORN
- CUSTOMIZING AND STYLING THE CHARTS

MODULE 5:

STATISTICS

06 hrs

- INTRODUCTION TO PROBABILITY
- INTERSECTION, UNION AND INDEPENDENCE
- MEASURES OF CENTRAL TENDENCY
- MEAN, MEDIAN, MODE AND RANGE
- STANDARD DEVIATION AND VARIANCE
- RANDOM VARIABLES
- PERCENTILES AND QUARTILES
- DISTRIBUTIONS

Project 1: Exploratory Data Analysis

MODULE 6: DATA WRANGLING WITH SQL

08 hrs

- INTRODUCTION TO SQL
- ENTITY RELATIONSHIP MODEL
- DATA TYPES IN SQL
- SQL CONSTRAINTS
- OVERVIEW OF SQL STATEMENTS
- SQL OPERATORS
- SQL CLAUSES
- SQL FUNCTIONS
- GROUP BY AND FILTERING
- SUB QUERIES
- JOINS IN SQL
- SQL STATEMENTS

ASSIGNMENT 2: SQL

MODULE 7: Power BI

10 hrs

- INTRODUCTION TO POWER BI
- BASIC CHARTS IN POWER BI
- WORKING WITH MAPS
- FORMATTING AND FILTERING
- IMPORTING AND EXPORTING THE DATA
- TABLES AND MATRIX IN POWER BI
- DATA VISUALIZATION WITH ANALYTICS
- DATA MODELLING AND DASHBOARDS
- DATA STORYTELLING

Project 2: Power BI

FAQ

1) WHAT IS DATA ANALYTICS?

Data analytics is the science of examining raw datasets in order to obtain an outcome regarding the information they hold. It allows us to identify patterns in the raw data and extract valuable information from them.

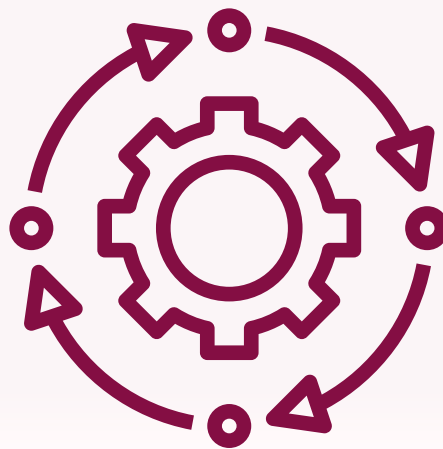
They assist organizations to recognize their customers better, analyze their marketing campaigns, personalize the content, design content strategies, and improve products.



2) WHAT IS THE PROCESS OF DATA ANALYTICS?

With an appropriate data analysis process and tools, what was once an overwhelming volume of diverse information becomes a precise, clear decision point.

- * Improves Decision making
- * Converts to an effective market
- * Improves customer service
- * increases operational efficiency



3) WHAT IS PREDICTIVE ANALYTICS?

Predictive analysis is how a business estimates historical data and past performance via analytical algorithms and machine learning techniques so that they predict, and project future outcomes. Businesses utilize predictive analytics to solve complex problems and reveal new opportunities .

Projected the risk ahead of time, predictive analysis empowers businesses to develop a response and determine the outcome.



4) WHAT IS THE ROLE OF DATA ANALYST?

Data analysts manipulate data to help their organizations make decisions. Using strategies from a range of content areas, mathematics, and statistics, data analysts make predictions followed by conclusions which sheds light on future outcomes for business optimization.



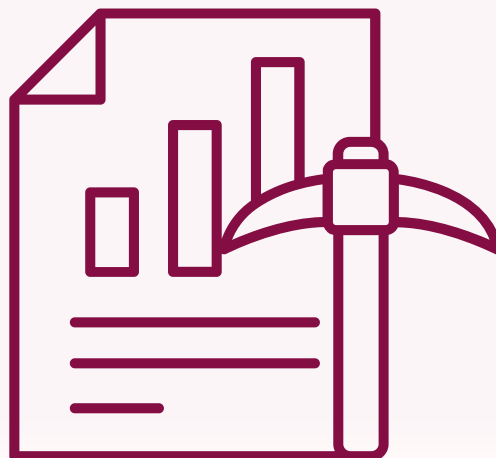
5) WHAT IS DATA MINING?

Data mining is the process of digging through large amounts of data which allows businesses to discover patterns and predict future trends. Also known as 'knowledge discovery in databases', data mining is normally applied under three disciplines:

Statistics

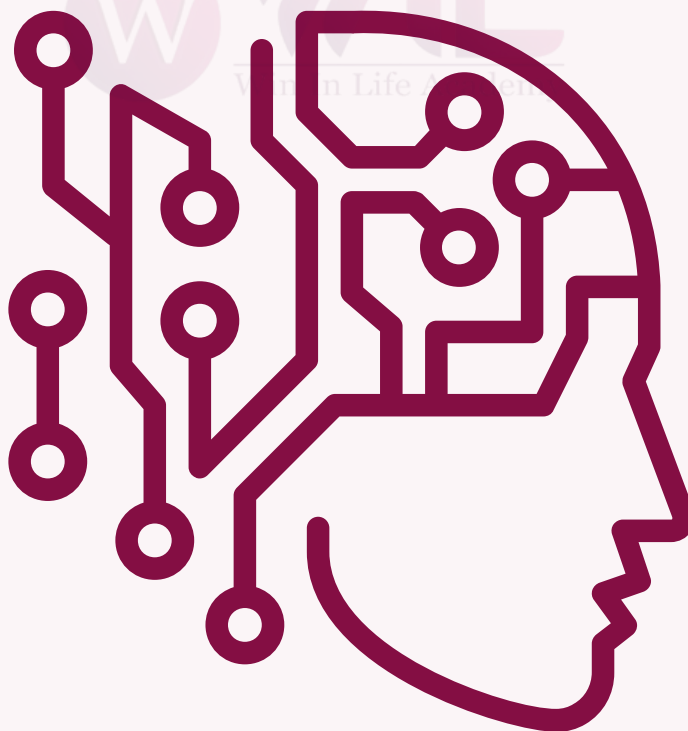
Artificial intelligence

Machine learning algorithms



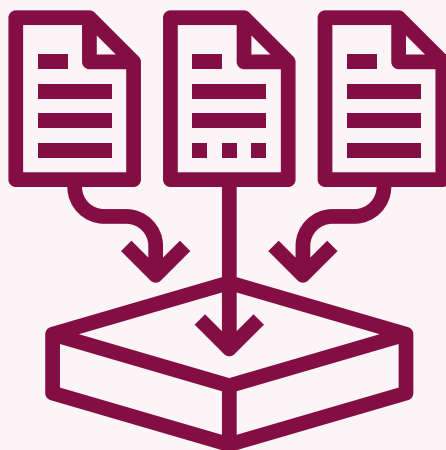
6) WHAT IS BUSINESS INTELLIGENCE?

Business intelligence is a term that covers the analytics, tools and processes which are used to optimise performance and make informed business decisions. Business intelligence is an umbrella.



7) WHAT IS EXPLORATORY DATA ANALYSIS (EDA)?

Exploratory data analysis or EDA is where a researcher will conduct the first steps in data analysis before any statistical techniques have been applied. EDA is not considered a strict process, but a 'philosophy', whereby researchers will be getting a 'feel' for the data, often using their own judgement to discover what the most important elements are.



8) WHAT IS DATA VISUALISATION?

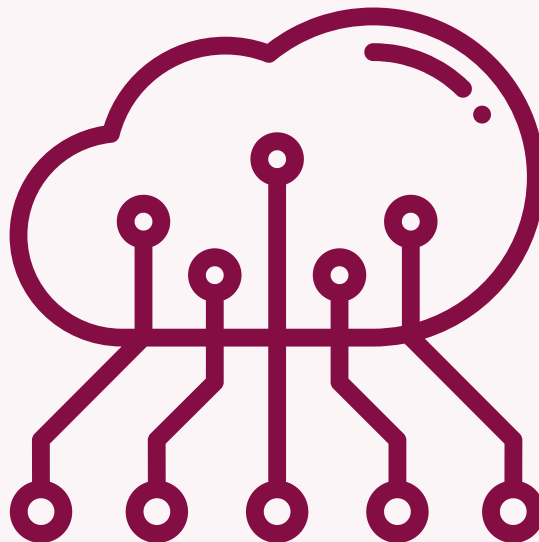
Data visualisation is whereby data is formatted and displayed via visual graphics. This will include examples of visual graphics such as:

Charts

Graphs

Maps

Data visualisation tools



9) HOW CAN DATA ANALYTICS HELP YOU?

Help you understand the needs and behaviours of your clients
Improve customer satisfaction
Enable your business to exploit new market opportunities. Allow you to identify the strength and weaknesses of your product or services
Allows your business to optimise its resources
Reduce expenditures
Increase logistical and operational effectiveness
Improve revenue and profitability
Improve financial forecasting and other KPIs
Allow your business to be more proactive, stay agile and reduce risk by acting under reliable information
Allow your business to automate time consuming processes and improve efficiency.

10) HOW DO BUSINESSES USE DATA ANALYTICS?

There are three main categories of data analytics that businesses use to drive their decision making:

Descriptive analytics – this tells a business what has already happened.

Predictive analytics – this helps a business understand what could happen.

Prescriptive analytics – this enables a business to make proactive decisions about what should happen in the future.

11) WHAT EXACTLY DOES A DATA ANALYST DO?

Data analysts start by consulting with teammates and stakeholders to define the objectives of a data analysis project.

With the informational goals set, they gather and combine data which might come from a range of sources – both internal and external. They then clean, manipulate and reorganise data, removing any outdated or unrelated data and getting ready for analysis.

Now it's time for an analyst to live up to their title, as they spot trends and patterns that can be translated into actionable insights.

Finally, they present their insights in a clear and convincing way to inform decision making.

12) WHAT IS DATA STORYTELLING?

As well as being able to visualise data, data analysts need to be able to tell compelling stories about their data insights.

Data analysts need to deliver simple, linear narratives that clarify what their data uncovers about a business. This can create an “aha” moment, when a deep insight is fully understood by an audience.

Data analysts don't need to be bestselling authors, but they do need to tailor their pitch. To secure stakeholder buy-in for a recommended initiative, it's vital to build a narrative that's meaningful and relevant to whoever is listening.

13) ARE DATA ANALYSTS IN DEMAND IN 2022?

When considering a career as a data analyst, it's important to think about the wider context in which you'll be working. As individuals, we're generating masses of data all the time—data that is interesting for businesses and organizations as it tells them something about how we behave in relation to their products or services. The more we rely on digital devices and services, the more data we generate—and, in turn, the more important it becomes for companies to make sense of this data.

14) WHAT IS THE TYPICAL BACKGROUND OF A DATA ANALYST?

As we've seen, a career as a data analyst will see you bridging the gap between data and business strategy. Data analysts are, therefore, very comfortable working with numbers. They also tend to bring at least some business acumen to the table. In terms of formal education, data analysts typically study related subjects, such as:

- Maths and / or statistics
- Finance and / or economics
- Computer science
- Information management
- Business information systems

15) HOW DO I START MY CAREER IN DATA ANALYTICS?

How do I become a data analyst? A step-by-step guide:

- Get a foundational education. ...
- Build your technical skills. ...
- Work on projects with real data. ...
- Develop a portfolio of your work. ...
- Practice presenting your findings. ...
- Get an entry-level data analyst job. ...
- Consider certification or an advanced degree.



CAREER OPPORTUNITIES

Career opportunities are available across industries. Here are some common types of career fields and examples of career opportunities.

Data Analyst

1

5

Machine Learning Engineer

Business Analyst

2

6

Financial Analyst

Data Scientist

3

7

Product Analyst

Data Engineer

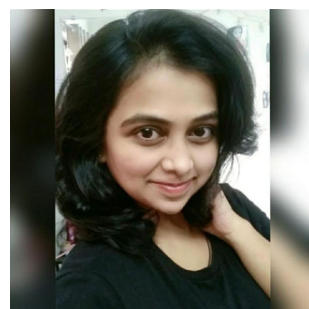
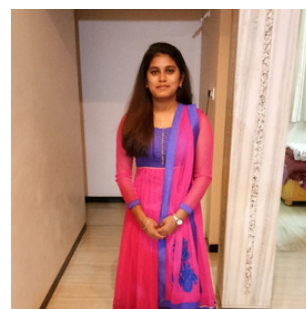
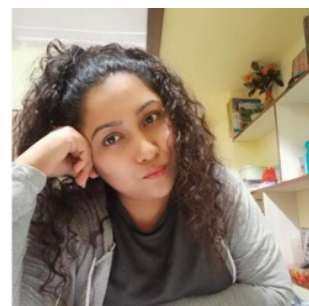
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8

Data Architect

“THE FUTURE BELONGS TO THOSE WHO BELIEVE IN THE BEAUTY OF THEIR DREAMS.”

Our Alumni Students Have Secured Challenging and Highly Paid Positions in Top Ranking Organizations in India.





Tech Mahindra



Mphasis
The Next Applied



Microsoft



ORACLE



Mindtree



L&T Infotech



CYIENT



hp



Google



Microsoft



SAMSUNG



PHILIPS



EVENTS

Held across all major Cities in India, Win In Life Academy Events bring together learners, faculty and industry experts for a power-packed day of activities, career- structure sessions and live projects.



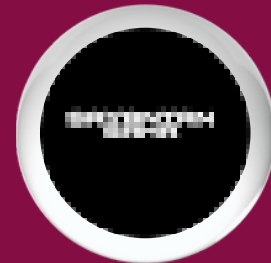
HEAR FROM OUR LEARNERS



First my friend have taken the admission then seeing him I took admission it is really appreciable how they teach us this topic in such a easy way Very good environment with knowledgeable people.



I have learned a lot from this institute. Very best and i would definitely recommend it to my friend and family.



Very great place to learn and fantastic opportunity for students who are trying to excel their career on the field of Data Science.

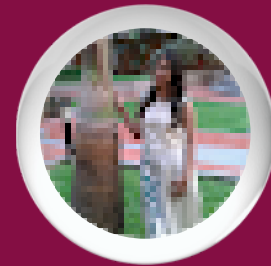




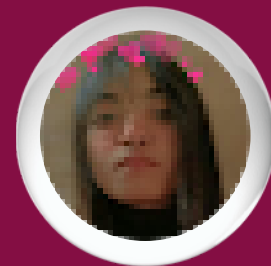
My daughter have taken her admission in the data science field, she is getting many different strategies to grab this topic easily.



It's really a good place for learning and getting proper training with skilled trainers.



It is a good institute to learn, it has helped me a lot to know many things . It not only gave me technical knowledge but it has also given me non technical knowledge.



Visited the Institute at Bangalore and went through the curriculum and course material. Quality of tutors and academic infrastructure is quite impressive. Good launchpad for job seekers.



PROGRAM DETAILS & ADMISSION PROCESS

PROGRAM DURATION

3 Months / Online & Offline

PROGRAM FEE

INR 35,000 (Inclusive of All Taxes)



Available

ELIGIBILITY

Bachelor's Degree With 50% or Equivalent Passing Marks. No Coding Experience Required.

Fees Details:

Booking Amount- 10,000/-

- Booking Amount 10,000 to be paid on or before the commencement of the class.
- Rest 25,000 to be paid within 35 days of Batch Commencement.

Disclaimer: Program Fees and payment options are subject to change. Please refer to the Website or connect to the counsellor for updated details.



Online & Offline



Monday to Friday



1.5-2 hrs/ Day

BENEFITS

1

Decision Making

2

Identifying Opportunities

3

Challenges Employees

4

Automating Recruitment

5

Reduces Risks



Data Analytics Program Pre-requisites Bachelor's Degree with minimum 50% or equivalent passing marks. No coding experience is required.

Top Company for Data Analytics	Average Compensations As per Glassdoor (varies from experience to experience)
[24]7.ai	Rs 11.27 lakh to Rs 23 lakh Rs 19.31 lakh (average)
Accenture	Rs 1.87 lakh to Rs 31 lakh Rs 10.20 lakh (average)
Deloitte	Rs 5.52 lakh to Rs 27 lakh Rs 12.41 lakh (average)
IBM Watson Studio, IBM Cloud Pak for Data, IBM Decision Optimisation and IBM SPSS Modeler	Rs 1 lakh to Rs 44.62 lakh Rs 10.91 lakh (average)
Hewlett Packard Enterprise	Rs 10 lakh to Rs 31 lakh Rs 21,28,671 (average)
Walmart	Rs 14.5 lakh to Rs 33.5 lakh Rs 24.6 lakh (average)
Flipkart	Rs 14.5 lakh to Rs 42 lakh Rs 24.2 lakh (average)
Amazon	Rs 5 lakh to Rs 45.57 lakh Rs 15.56 lakh (average)

Data Analytics Jobs Roles
ML Engineer
Data Engineer
Associate Product Manager
Sales Analyst
Web Analyst
Risk Analyst
Financial analyst
Consultant
Product Analyst
Business executive
Data Analyst
Marketing analyst
Machine Learning Engineer
Machine Learning Scientist
Applications Architect
Data Architect
Infrastructure Architect
Enterprise Architect

Data Analyst is ₹4,18,452 per annum average stating compensation in India.

Connected Companies for Data Analytics		
Flipkart	American Express	Fortune
Paytm	Globallogic	Usha
Huawei	Newgen	Samsung
Air India	PWC	Accenture
Genpact	Deloitte	HCL
Capgemini	Micro Focus	Mitu
BNP Paribas	Moglix	Fortune
Citibank	Genpact	Usha
Bank of America	SBI Card	Samsung
Nomura	Personiv	Accenture
JP Morgan	Cognizant	HCL
Morgan Stanley	Tech Mahindra	Mituj
Accenture	Infinite	Tredence Technologies
Cognizant	Allegis Group	Mindtree
Nielsen	Magicbrick	Wipro

Berkadia	Crayon
Fractal Inc	Fraazo
LTI	Hexawear
24x7	TCS
Dell Technologies	Microsoft

CAREER SUPPORT

- **Profile Building:** A team of experienced professionals is available to offer personalized assistance in creating a CV and online profiles tailored to your educational background and experience. Our team is dedicated to providing you with the best possible service to ensure that your application materials are of the highest quality. We understand the importance of presenting yourself in the best light and are here to help you do just that.
- **Interview Preparation:** Following the initial assessment, we will provide one-on-one interview preparation, guidance for career development tasks, and, if needed, mock interviews. These services are designed to ensure that our students are well-prepared for the job market and have the necessary skills and knowledge to succeed.
- **Grooming Sessions:** We understand the importance of making a positive first impression in an interview. To help ensure success, we provide comprehensive etiquette training to ensure that you are prepared, polished, and poised for the interview day. Our training covers a variety of topics, such as appropriate attire, body language, and communication skills, to ensure that you are fully equipped to make a favourable impression. With our help, you can be confident that you will be able to present yourself in the best possible light and make a lasting impression.

- **Job Referrals:** Various organizations, clients, and Human Resources consultants provide a range of job requirements for our consideration. These organizations and individuals work in a variety of different companies and industries, giving us a broad range of job requirements from which to choose. We take great care to ensure that we meet the requirements
- **Continuous Support:** Our team is committed to providing continuous support for our students for as long as it is needed. We are proud to report that most of our students have received multiple interview calls and have been presented with excellent career options due to the skills they acquired during their studies. We strive to ensure that our students are equipped with the necessary knowledge and skills to succeed in their chosen fields.





THANK YOU



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