



In Collaboration with



EXECUTIVE PROGRAM IN

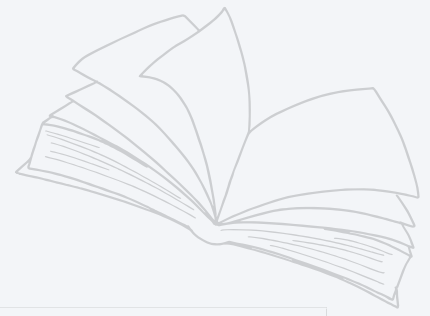
BUSINESS ANALYTICS

Designed for Business
Enthusiasts & Professionals
to redefine the Future of
Business Analytics.

DURATION
11 MONTHS



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About

Meritshot

Meritshot is an online education platform to help data science enthusiasts and working professionals looking to transition their careers in the Data Science and AI Field. We foster a flourishing community of working professionals who wish to upskill themselves.

At Meritshot, we are working towards transforming the traditional approach of learning with the modern way of learning where individuals learn experientially with ideas and creativity coming from top industry mentors and coaches. Based on our market research and conversation with industry veterans, we have identified Data Science as one of the sectors with a very huge demand and very low supply.

Our vision is to design and deliver a high-octane online Executive program in Data Science to feed the supply-demand imbalance surge in India and make India a global hub for data science. If you are reading this, you may wish to accelerate your career in Data Science with Meritshot, we promise to equip you with the perfect mix of business understanding and technical skills to help you achieve the same.

Roshan Sharma

Founder & CEO

Meritshot

Business Analytics Emergence

The Modern Era

In the modern era, data has become one of the most valuable resources, and the field of Data Science and Business Analytics has emerged as a powerful tool to unlock its potential. Data science is a multidisciplinary field that combines techniques from computer science, mathematics, and domain expertise to extract insights and knowledge from large and complex data sets.

With the increasing availability of data and advancements in technology, data science has gained immense importance across various industries and has revolutionized the way organizations make decisions, solve problems, and innovate.



Technological advancements also played a crucial role in the emergence of Business Analytics. The rapid development of computing power, storage capabilities, and data processing tools paved the way for handling large and complex data sets. Additionally, the rise of the internet, social media, and connected devices generated massive amounts of data, providing new opportunities for data science to thrive.

Why data science with Meritshot?



Certification Program

Get certified on successful completion of the Program in Business Analytics.



Personalized Evaluation

Get personalized evaluation on every assignment and project by domain experts.



Domain Specialization

Get full fledged experience of a specific domain to showcase a focused & Customized Business Analytics portfolio.



Personalized Projects

Work only on personalized Portfolio projects that suits your work profile and background.



Dedicated Mentorship

Get dedicated mentorship on every step of learning Business Analytics throughout program.



Guaranteed Job Offers

Guaranteed Job Offers after successful completion of the Business Analytics Program.

Positions Offered



**BI
Developer**

**Supply
Chain
Analyst**

**Data
Analyst**

**Marketing
Analyst**

**Financial
Analyst**

**Business
Analyst**

**BI
Analyst**

**Business
Consultant**

Statistician

**Operation
Analyst**

Learn with Top Industry Experts



Saurabh Daund

Data Scientist
Aidetic



Sakshi Pandey

Principle Researcher
Cialfor Research



Dr. Shweta Singh

Associate Professor
Delhi Univesity



S.D. Siddiqui

Associate Professor
Delhi University



Jilu Balakrishnan

AI Specialist
ISDC GLOBAL



John Martini

Data Evangelist
Merishot



Heena Arora

Data Scientist
PwC



Bharath Reddy

Data Scientist
Meritshot

Program Curriculum

Preparatory Course

EXCEL FOR DATA ANALYTICS

Statistical Functions, Logical Functions, Mathematical Functions, Lookup Functions, Charts, Dashboards, What-if Analysis, Forecasting, Linear Regression Analysis etc

TABLEAU AND POWER BI

Charts, Maps, Level of Details Expressions, Table Calculations, Aggregations, Granularity, Data Extracts, Filters, Dashboards and Storyboards in Tableau & Power BI.

PYTHON AND R PROGRAMMING

Variables, Operators, Strings, Data Structures, Loops, Conditionals, Functions, Regular Expressions, OOPs, Space & Time Complexity in Python, and Intro to R Programming

Data Analysis Course

STATISTICS & HYPOTHESIS TESTING

Descriptive Statistics, Basic and Conditional Probability, Inferential statistics, Normal distribution, Hypothesis testing, t test, z test, ANOVA, chi-squared

DATA ANALYSIS AND VISUALIZATION

Introduction to Numpy, Pandas, Matplotlib, Seaborn, Basic Charts for Advanced Data Visualization, Interactive Visualization, 3D Charts and Visualization.

DATA CLEANING, PREPARATION, & PROCESSING

Missing Values treatment, Outliers treatment, Categorical encoding, Data Manipulation functions, Data transformations, feature engineering, and feature scaling.

Program Curriculum

Machine Learning Course

SUPERVISED LEARNING

Linear Regression, Logistic Regression, KNN, SVM, Decision Trees, Random Forests, Boosting Algorithms, Imbalanced ML, and Advanced ML Modelling Techniques.

UNSUPERVISED LEARNING

K Means Clustering, Hierarchical Clustering, Dimensionality Reduction, Principal Component Analysis, Linear Discriminant Analysis, Clustering metrics etc.

TIME SERIES & RECOMMENDER SYSTEMS

Time series fundamentals, Introduction to AR, MA, ARMA, ARIMA, SARIMA, ARIMAX, SARIMAX Models, Introduction to Recommender systems using Surprise Package.

Big Data & SQL Course

INTRO TO MYSQL AND DATABASES

Database fundamentals, DDL, DML, DQL Queries, SQL Joins, Sub queries, Set operations, Accessing databases, Loading Tables, Intro to Spark for Big Data.

QUERY ANALYSIS IN PYTHON

Introduction to Query analysis in Python using Pandas, and Pyspark library. Exploring the pyspark library to execute any kind of query in Python Programming.

INTRO TO SPARK FOR BIG DATA

Introduction to Big Data, and Spark Architecture system, Installation and set-up of Spark. Big Data Analysis, and Execution of Machine Learning Algorithms.

Program Curriculum

Project Management Courses

PROCESS MODELLING & IMPROVEMENT

Understand business processes and how to model them using techniques like BPMN. Learn methodologies like Lean or Six Sigma for process improvement.

PROJECT MANAGEMENT TOOLS

Tools commonly used in business analysis, such as Microsoft Visio for process mapping, JIRA or Trello for project management, and various management tools, and ChatGPT.

AGILE METHODOLOGIES

Scrum or Kanban for software development. Understanding Agile principles and practices is often important for business analysts working in these environments.

DOCUMENTATIONS & PRESENTATIONS

Learn to Create concise documentation, including business requirements documents (BRD), (FRD), use cases, user stories, and test cases, and Presentations for Stakeholders etc.

SOFT SKILLS & RISK MANAGEMENT

Negotiation, conflict resolution, critical & strategic thinking. Identify & analyze potential risks associated with a project or business process and develop mitigation strategies

DOMAIN KNOWLEDGE

Depending on the industry you work in. you will need to acquire domain-specific knowledge to understand business context, terminology, regulations, etc.

Domain Knowledge

Specialization



BANKING FINANCE & INSURANCE

You will work on Projects such as **Churn Analysis, Risk-Reward Analysis, Stock Market Analysis and Fraud Analysis** to understand core BFSI Concepts.



ECOMMERCE AND MARKETING

You will learn **Customer lifetime Analysis, Ad Campaign Analysis, Market Basket Analysis & Dynamic Pricing** from this segment.



HEALTH CARE AND PHARMACY

You will learn **Payer and Provider Analytics, Analytics used in Pharmaceutical Industry** to understand core Healthcare Concepts.



HUMAN RESOURCES & OPERATIONS

You will learn **Attrition Analysis, Promotion Analysis, Productivity Analysis & Resource Optimization** to understand core HR & Operations Concepts.

Business

Case Studies and Projects



STARBUCKS CASE STUDY

Analyze market trends, customer behavior, operational efficiency, and recommend strategies for growth and sustainability.



OLA-UBER CASE STUDY

Analyze market dynamics, assess competition, evaluate pricing strategies, optimize operations, and enhance customer experience.



SWIGGY CASE STUDY

Analyze market trends, customer preferences, operational efficiency, competition, and revenue streams for Swiggy's business strategy.

Industry Projects & Case studies



» **Climate Change Impact on Global Food Supply Chain**

Frequent Climate change and irregularities are big challenging environmental issues. These irregularities in climate divisions are drastically affecting the human lives residing on the Earth

» **Keyword analysis and generation for google ads**

Optimize search engine marketing campaigns by identifying relevant keywords for Google Ads to improve ad targeting and increase visibility, clicks, and conversions.

» **Quora Insincere Questions Classification analysis**

Enhance content moderation on Quora by using ML algorithm to classify and filter out insincere questions to maintain the integrity of the platform and provide a better user experience.

» **Cabs Trip and Travelling duration Prediction**

Predict the duration of cab trips using machine learning to optimize route planning, improve customer satisfaction, and enhance operational efficiency in the transportation industry.

Industry Projects & Case studies



» **Product Prices Suggestions for Online Sellers**

Provide online sellers with data-driven price suggestions using machine learning to optimize pricing strategies, increase sales, and maximize profits in the competitive e-commerce market.

» **Supply Chain Optimizations for an Ecommerce**

Forecast demand for a giant ecommerce, enabling effective inventory management, reducing stockouts and overstocks, customer satisfaction, and optimizing supply chain operations.

» **Recommend products to most suitable customers**

Utilize personalized recommendations based on user behavior and preferences using ML to improve user experience, increase engagement, and drive sales for retail and e-commerce.

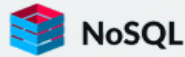
» **Forecasting Demand for an Online Ecommerce**

Accurately forecast the Demands for Products sold online in the Ecommerce Portal for timely stockings and availability of all the Products when customer wants to purchase.

Libraries & Tools Covered



Excel



Program Outcomes



- **In-depth knowledge** of Data Science, Data Analysis and Business Analysis Concepts, Data Cleaning, Processing, & ML algorithms.
- **Hands-on Experience** with advanced Data Science and Business Intelligence Tools and Techniques.
- **Ability to solve Real-world Data Science problems** and making data-driven decision making for optimized results.
- **Networking Opportunities** with fellow students, faculties, Domain Experts, Seasoned Business Analysis Professionals.
- **Enhanced Career Opportunities**, as demand for Business Analysis professionals is very high across all the Industries.



Career Support



Get Ready with Domain Experts:

Learn from top Business Analysis Educators with domain expertise through a Live Online classroom. 24X7 Support from Teaching Assistants for Help in Assignments, Discussions, and Doubts Resolutions.

Industry Leaders for Professional Grooming:

Know what's Happening inside the industry, and What's really required to make it through by engaging with Business Analysts and accompany them with sessions on Hiring, Day-to-Day Life of a Business Analysts etc.

Benefit of Networking with Professionals:

Grow and Develop your Career with the Help of similarly motivated and Highly energetic Peers. Get to know How our Alumni Started their Career in the Emerging Field of Business Analysts.

100 % Job Guarantee or Money Back:

Get Guaranteed Job Opportunities from Our Partners from Top MNCs and Startups such as American Express, Tokopedia, Infosys, TCS, PayTm, SpringWorks, MIQ, Tech Mahindra, Genpact, Amazon, Wipro etc.

Success Stories



“ The assignments and case studies are the ones that will really give you a mileage during the job interviews. Through Meritshot career support, I have secured an offer from an MNC. I have learnt quite a lot from peer discussions and project sessions. All-in-all the Meritshot program can really help you transition into data science field easily.

Sahil Khan,
Data Scientist at Kearney



“ The Domain Specialization and Personalized Projects really elevated my Portfolio on Medium, Kaggle, Github. I gained a lot from the special sessions provided for Placements. I have successfully transitioned my career as a Data Science Engineer with a good package. The Live Sessions from Industry Experts are great.

Mansi Pant,
Data Analyst at NTT Data



“ The Program is really structured so that you can learn each and every skill one by one in the easiest way. The mentors are really helpful for any kind of feedbacks related to assignments, projects, case studies etc. The personalization they provided me placements helped me to bag an amazing Offer.

Sobhamayee Sahu,
Data Analyst at Amazon

Success Stories



“ The case studies and tasks are what will actually help you stand out in job interviews. I was able to receive a decent offer from a good company because of Meritshot career support. Alumni Meets and project sessions have taught me a lot. Overall, the Meritshot programme can truly aid with your smooth transition into the profession of data science.

Kavish Patel
BI Engineer at Arata



“ Highly recommended for individuals planning to transition their Non-IT careers into technical space. The curriculum, and especially the Notes are designed for absolute non-technical individuals or beginners, which can help you a lot to gain confidence to learn such advanced concepts and technologies.

Pratyush Yadav
Data Analyst at MUFG



“ This program is nicely organised so that you can pick up each ability the simplest conceivable way, one at a time. For any kind of guidance or help in assignments, tests, etc., the coaches are incredibly helpful. The Interviews opportunities they provided me enabled me to accept a fantastic offer.

Md. Mannan
Data Specialist at Johnsons Control

Success Stories



“ Meritshot's way of doing things is really helpful. They give you hands-on tasks and real-life problems to solve, which is like having a secret weapon when you go for job interviews. It shows that you can actually use what you've learned. Overall, it's a great way to get started in the field of data science.

Avinash Mohanty
Data Analyst at Nagarro



“ I would wholeheartedly recommend Meritshot for those looking to shift from non-technical careers to the technical realm. Their curriculum, particularly the Notes section, is tailored for absolute beginners or those with no prior technical experience. This approach is fantastic for boosting your confidence as you delve into advanced concepts and technologies.

Sameer Ahmed
Business Analyst at Delhivery



“ The program is structured in a way that allows you to learn each skill step by step, making it incredibly straightforward. Whenever you need assistance with assignments, tests, or anything else, the coaches are always there to lend a hand. Thanks to the interview opportunities they offered, I was able to secure an amazing job offer.

Deepika Ahlawat
Business Analyst at Primavera

Program Certification



Hiring Partners



Program Details

Program Highlights

- **400+ Live Training Hours** - Get Trained by seasoned Business Analysts Professionals and Experts throughout the course for over 600+ Hours.
- **300+ Hiring Partners** - Get Access to the Huge spectrum of Hiring Partners Including both Startups and MNCs across the Country from Various Industries.
- **40+ Tools Covered** - Get Professionally Trained on more than 40+ Popular and Highly Demanded Tools and Libraries.

Interest Free EMI Options

Flexible Financing Options (EMI) available.
0% Interest rates on EMIs.

Contact Support

For further details, contact us at: **+91 9354902983** or
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M E R I T S H O T

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