DIGI CROME ACADEMY

ADVANCE CERTIFICATION PROGRAM

BUSINESS ANALYTICS AND PROJECT MANAGEMENT

Course Duration:- 11 Months

UTILIZING THE POWER OF BUSINESS ANALYTICS & PROJECT MANAGEMENT

$ 665.4 Billion

Forecasted revenue from the global business Analytics Capital market by 2027.

Source: alliedmarketresearch

33%

Growth in employment for People skilled in BA & PM from 2024 to 2027.

Source: Project management institute

₹19,50,000 LPA

Average Salary for Business Analytics & Project Management in India.

Source: Glassdor

$ 127 Billion

Predicted size of the Indian Analytics industry by 2027.

Source: Aim research

Program **overview**

11 Months Online Program

Mock Interview & Resume Writing

Personalized Weekend Live Mentorship Session

Professional Soft Skill Classes

Case Studies with Real World Project

6 Certifications at Course Completion

Industry Relevant Capstone Projects

Hands on Various Tools & Technique

Dedicated Learning & Career Support

IS THIS THE RIGHT FIT FOR YOU?

This Program is Best Suited for

Fresh graduates and early-career professionals aiming to kickstart their careers with essential Business Analytics & Project Management skills.

Aspiring IT professionals who are eager to learn State of the art Tools.

Executives seeking to broaden their understanding and expertise in this field to propel their careers forward.

Professionals and managers without a technical background aim to utilize data for informed Business Analytics decisions.

Experienced professionals in Business Analytics and Project Management, staying competitive in tech's ever-evolving landscape.

About Us

Digicrome is the world's #1 online bootcamp provider that enables learners through rigorous and highly specialized training. With a keen focus on emerging trends, our innovative approach delivers results in record time and at a fraction of the cost of traditional education pathways.

Whether you're looking to upskill, reskill, or embark on a transformative career journey, Digicrome offers the ideal platform to realize your ambitions. Join over one million professionals and 5000+ corporate training organizations who have leveraged our award-winning programs to achieve unparalleled success in their careers and business ventures.

Unlock your potential with Digicrome today and embrace a future filled with endless opportunities.

Our Mission
Our mission is to offer affordable and industry-relevant education that enables the advancement and development of the workforce globally.

Digicrome Advantage

Access to a variety of tools, techniques and hands-on training with many industry-relevant projects

AI based feedback on resume preparation and Linkedin profile building

Interview ready with our Individual mock interview and group discussion sessions

Access to the job board curated by Digicrome where you can apply for job openings

Placement Guarantee Aid* within 11 months of course completion

Key Learning Outcomes

01 Master Project Management, Business Analytics, and Programming Fundamentals through study, practice, and staying updated with industry trends.

02 Apply Data Analytics techniques to any business problem for data-backed solutions.

03 Get exposure to domain-related Project Management and Business Analytics and work on real-life use cases.

04 Understand the role of business intelligence tools and technologies in gathering, storing, and analyzing data to support business decision-making processes.

You May Find Rewarding Job Roles

Business Analyst	Data Analyst	Operations Manager
Product Manager	Financial Analyst	Business Consultant
Project Manager	Business Intelligence Analyst	Supply Chain Manager

25+ many more roles

Program Eligibility Criteria and Prerequisites

- You are required to complete 10+2 in any of the streams from a recognised board in India.
- A Bachelor's degree in any field is suitable for individuals with a basic understanding of Business Analytics..

Who Should Enroll in this Program?

This program caters to working professionals from a variety of industries and backgrounds; the diversity of our students adds richness to class discussions and interactions. Aspiring professionals of any educational background with an analytical frame of mind are most suited to pursue advanced certification in Business Analytics and Project Management, including.

The following are the few professional profiles that are ideal students for this course:

- Aspiring Business Analysts - including recent college graduates and those looking to make a career change.

- Other positions that are performing Business Analysis duties such as administrators, managers, and project leads.

- IT professionals

- Beginners in the Data Analytics domain

- Project managers

- Banking and finance professionals

- Marketing managers
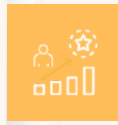
- Sales professionals

- Supply chain network managers

Program Experience

Lifetime LMS access to recorded virtual classes*

5+ hours of weekly live Mentorship Session*

Management Fundamentals- Everything about communication *

Internship - Applying Business Analytics and Project Management in Real Life*

These topics will be covered during the final month of the course: Group Discussing, Body Language & Mock Interview*

Sample Weekly Program Planner

Learners should expect to dedicate a minimum of **15–20 hours** per week to the program.

1 - 2 hour of recorded video lectures with faculty

Live interaction with program learning facilitators**

2 hours of self-study and practice exercises

Monthly engagement in group discussion with peers to exchange of ideas

5–8 hours of rigorous, graded assignments to apply and reinforce lecture material

*Services provided by Digicrome's faculty trainers.
**The schedule for live interactions is subject to change based on availability and will be confirmed once the program starts.

Learning Path & Career Services

Module 1 — 1 Basic and Advanced Excel

Module 2 — 2 Foundations of Project Management

Module 3 — 3 Fundamentals of Programming

Module 4 — 4 Statistical and Technical Foundations

module 5 — 5 Data Analytics and Visualization

Module 6 — 6 Agile Project Management using Scrum

module 7 — 7 Data Base Management System (DBMS)

Module 8 — 8 Project Execution

Module 9 — 9 Machine Learning Using Python

Module 10 — 10 Advanced Machine Learning Techniques

Module 11 — 11 Internship - Applying Project Management and Business Analytics in Real Life

- Resume Fundamentals
- Group Discussion
- Mock Interview

Program Certificate

Syllabus **Overview**

COURSE MODULE	TIME DURATION: 11 MONTHS
	43 Weeks: 180+ HOURS

This program is designed to provide first-hand experience with the strategic applications of data to modern-day business decisions.

Using technologies such as Jira, Asana along with the might of data-driven decisions using Business Analytics tools like Predictive Analysis, Advanced Excel, Power BI, Tableau and Database management, professionals can excel in their careers securing their jobs for an uncertain future by upskilling themselves.

This program's high-level key takeaways include:

- Leverage data to optimize or improve decision-making within an organization
- Use Python and Google Colab to train, organize, run, and analyze datasets and models that yield meaningful results
- Analyze and translate technical results into actionable insights for executives

Note:- Internship will start from the beginning of 9th month till the end of the course, it will run parallel to the course in the last 3 months

PROGRAM **CURRICULUM**

11 Modules		Total 90 Class

Introduction to Project Management & Business Analysis

Basic and Advanced Excel

Month 1

- ✓ 1.1 Introduction to Excel - Formatting, Insertion, Basic Functions (SUM, AVG, etc.
- ✓ 1.2 1.2 Pivot Tables and LOOKUP Functions (VLOOKUP, HLOOKUP, XLOOKUP, etc.)
- ✓ 1.3 Logical and Statistical Functions

- 11.4 Chart Data Techniques

- 1.5 Date/Time, Text, Math Functions 1

- 1.6 Advanced Filtering and Sorting

- 1.7 Summarizing, Importing and Exporting Data from Databases and Web

Foundations of Project Management

Month 2

- 2.1 Project Management Life Cycle and Methodologies

- 2.2 Effective Project Management - Understanding Project Goals, Scope and Success Criteria

- 2.3 Understanding Organizational Structure and Culture - Creating a High-Performing Team

- 2.4 Planning Phase - Building a Plan, Managing Budgeting and Procurement, Managing Risks Effectively

- 2.5 Project Management using Asana - Asana Tutorial

- 2.6 Case Study: Building a Successful Project (Hands-on Experience using Asana)

- 2.7 Project Management using Jira - Jira Tutorial

- 2.8 Case Study: Building a Successful Project (Hands-on Experience using Jira)

Fundamentals of Programming

Month 3

- 3.1 Introduction to Python Programming - Basics of Python, Data Types, Print and Input Functions

- 3.2 Data Structures in Python - Different Methods of Each Data Structure

- 3.3 Control Statements, Loops and Functions in Python

- 3.4 Introduction to Numpy - Numerical Python Basics Tutorial

- 3.5 Analysis using Pandas - Advanced Pandas tutorial

Statistical and Technical Foundations

Month 4

- 4.1 Introduction to Statistics, Types of Data, Need for Statistics in Business Analytics and Project Management

- 4.2 Descriptive Statistics - Measures of Central Tendency and Measures of Dispersion

- 4.3 Probability Distribution and Confidence Intervals

- 4.4 Inferential Statistics (T-test, Z-test, F-test, ANOVA, Chi-Square test, etc.), Hypothesis Testing

- 4.5 Regression and Correlation

- 4.6 Exploratory Data Analysis - Understanding Different Graphs, Charts and Plots for both Categorical and Numerical Data

Data Analytics and Visualization

Month 5

- 5.1 Exploring Data using Matplotlib - Matplotlib Tutorial
- 5.2 Exploring Data using Seaborn - Seaborn Tutorial
- 5.3 Data Visualization using Tableau
- 5.4 IPower-BI Overview and Implementation

Agile Project Management using Scrum

Month 6

- 6.1 Introduction to Agile Project Management (APM) - Use of APM in Business Analytics (Iterative Development, Flexibility and Adaptability, Customer Collaboration, Continuous Improvement, etc.)
- 6.2 Scrum 101. Introduction to Scrum - Understanding Scrum Process, Scrum Values and Scrum Framework
- 6.3 Use of Scrum Framework in Agile Project Management - Different areas where this Collaborated Framework can
- 6.4 Scrum Events and Sprint Review - Sprint Review, Sprint Retrospective, Scrum Artefacts and Refinements
- 6.5 Advanced Scrum Topics - Scaling Scrum and Agile Practices, Agile metrics, Agile Monitoring, etc.
- 6.6 Implementing Scrum, Applying Agile in the Organization and Practical Applications of APM using Scrum

Data Base Management System (DBMS)

Month 7

- ✓ 7.1 Introduction to Databases - What are Databases, What is MySQL, What is RDBMS, What is Oracle, Setting up Oracle Live.

- ✓ 7.2 Data Base Workflows - Understanding Entity Relationship Diagram, Understanding Normalization (1NF, 2NF, 3NF, BCNF)

- ✓ 7.3 Structured Query Language (SQL) - CRUD Operations

- ✓ 7.4 Joins in SQL - Primary Key and Foreign Key, Constraints, Set Operations, DML - Savepoint, Rollback

- ✓ Hive Query Language (HQL) - Operations in HQL. Difference between HQL and SQL. Where to use HQL?

Project Execution

Month 8

- ✓ 8.1 Introduction to Project Execution - Quality Management, Continuous Improvement, Leadership and Communication t, etc.)

- ✓ 8.2 Understanding Work Breakdown Structure (WBS) - Dividing Project Work into smaller parts. Effective Execution of the Project

- ✓ 8.3 Team Collaboration and Conflict Resolution Techniques (CRT) - CRT Through Role Playing n

- ✓ 8.4 Gantt Chart (Project Management Tool) - Practical Execution and Visualization of Projects

- ✓ 8.5 Project Management Simulation Game

- ✓ 8.6 Project Execution - Practical Approach - Hands-On Experience

Data Base Management System (DBMS)

Month 9

9.1 Introduction to Machine Learning

- 9.1.1 What is ML
- 9.1.2 Why ML
- 9.1.3 Types of ML
- 9.1.4 Main Challenges - Overfitting, Underfitting, Poor Quality data, Irrelevant Features etc
- 9.1.5 What are Hyperparameters
- 9.1.6 How to Select ML model

9.2 Classification Metrics

- 9.2.1 Accuracy
- 9.2.2 Recall
- 9.2.3 Precision
- 9.2.4 F1 Score
- 9.2.5 Confusion Matrix
- 9.2.6 Classification Report
- 9.2.7 Precision/Recall Tradeoff
- 9.2.8 ROC Curve
- 9.2.9 AOC Curve
- 9.2.10 Binary and Multilabel Classification
- 9.2.11 Feature Engineering and Feature Importance/Selection

9.3 Classification Models

- 9.3.1 Gradient Descent and Stochastic Gradient Descent

- 9.3.2 Logistic Regression

- 9.3.3 K Nearest Neighbors

- 9.3.4 Naive Bayes

- 9.3.6 Linear Discriminant Analysis

- 9.3.7 Decision Trees

- 9.3.8 Hyperparameter Tuning - GridSearchCV and RandomizedSearchCV

9.4 Ensemble Techniques

- 9.4.1 Bagging - Eg: Voting Classifiers

- 9.4.2 Boosting - XG Boost, Adaboost, etc

- 9.4.3 Cross Validation

- 9.4.4 Random Forest Classifier

- 9.4.5 XG Boost Classifier

- 9.4.6 Stacking

- 9.4.7 Hyperparameter Tuning

Advanced Machine Learning Techniques

Month 10

10.1 Regression Techniques

- 10.1.1 Simple Linear Regression
- 10.1.2 Multiple Linear Regression
- 10.1.3 Polynomial Regression
- 10.1.4 Cost Function and Gradient Descent
- 10.1.5 Performance Metrics - MSE, RMSE, MAE etc
- 10.1.6 Heteroskedasticity, Non Normality and Correlated Errors
- 10.1.7 Hyperparameter Tuning

10.2 Regression Models

- 10.2.1 Decision Tree Regressor
- 10.2.2 Support Vector Machines
- 10.2.3 K Nearest Neighbors
- 10.2.4 Random Forest
- 10.2.5 Boosting
- 10.2.6 Hyperparameter Tuning

10.3 Unsupervised Learning

- 10.3.1 Introduction to Unsupervised Learning
- 10.3.2 K Means Clustering
- 10.3.3 Hierarchical Clustering
- 10.3.4 Model-Based Clustering
- 10.3.5 DBSCAN
- 10.3.6 Anamoly Detection using Gaussian Mixtures

10.4 Dimensionality Reduction - Principal Component Analysis

10.5 Recommendation Systems

Internship - Applying Project Management and Business Analytics in Real Life

Month 11

11.1 Professional Soft Skills

- 11.1.1 Understanding Professionalism
- 11.1.2 Management Fundamentals- Everything about communication
- 11.1.3 Effective Email Writing
- 11.1.4 Acing Self Introduction and Body Language
- 11.1.5 Resume Fundamentals
- 11.1.6 Group Discussion
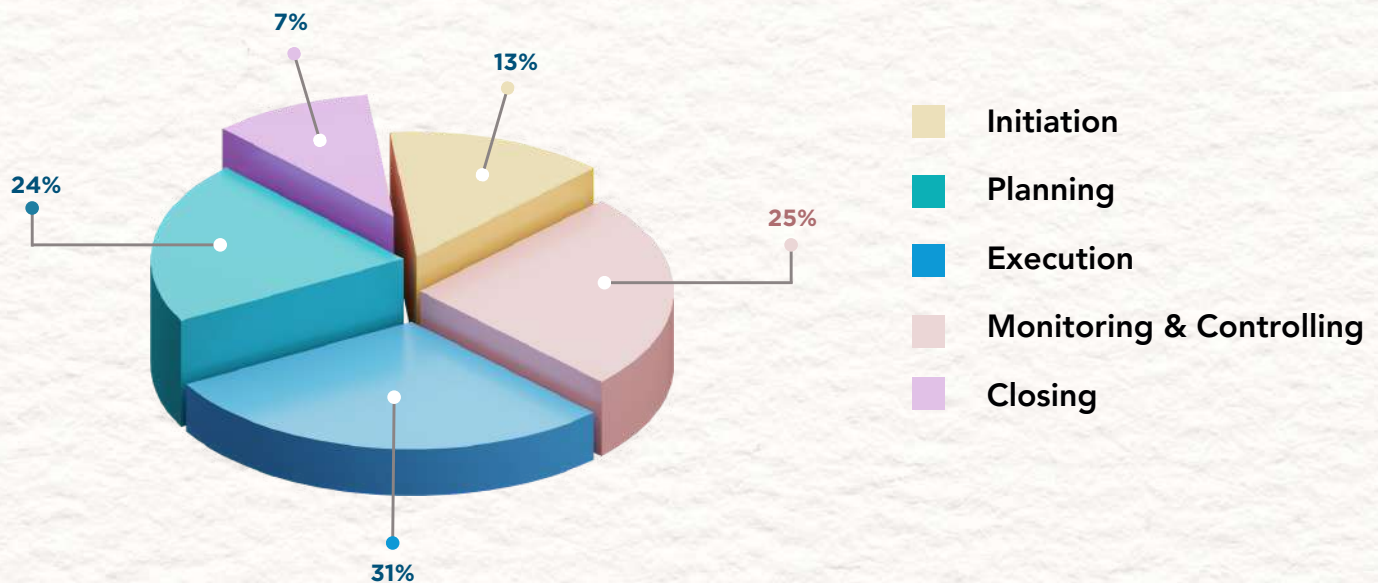- 11.1.7 Mock Interview - I
- 11.1.8 Mock Interview - II

11.2 Internship - Real World Capstone Project

Note:- Our 11-months course includes a 3-month internship opportunity

PMP Certification Exam Training with Digicrome

The PMP certification demonstrates proficiency in:

▶ Inspiring individuals and teams throughout every stage of a project's lifecycle.

▶ Employing predictive, agile, or hybrid methodologies to discern the most suitable approach for each project.

▶ Showcasing project achievements and their alignment with overarching strategic organizational objectives.

Pie chart legend:
- Initiation — 13%
- Planning — 24%
- Execution — 31%
- Monitoring & Controlling — 25%
- Closing — 7%

Our Advanced Certification Training in Business Analytics and Project Management comprehensively covers the Project Management Professional Certification Exam curriculum by Project Management Institute. Students are encouraged to pursue the certification, and while Digicrome plays a crucial role in providing the training, the exam costs are to be borne by the students independently.

Additionally, students must ensure they meet the eligibility criteria to appear for the Project Management Professional Exam. Detailed criteria can be verified on the official website mentioned below:

https://www.pmi.org/certifications/project-management-pmp#:~:text=Before%20you%20apply%2C%20make%20sure,training%20or%20CAPM%C2%AE%20certification
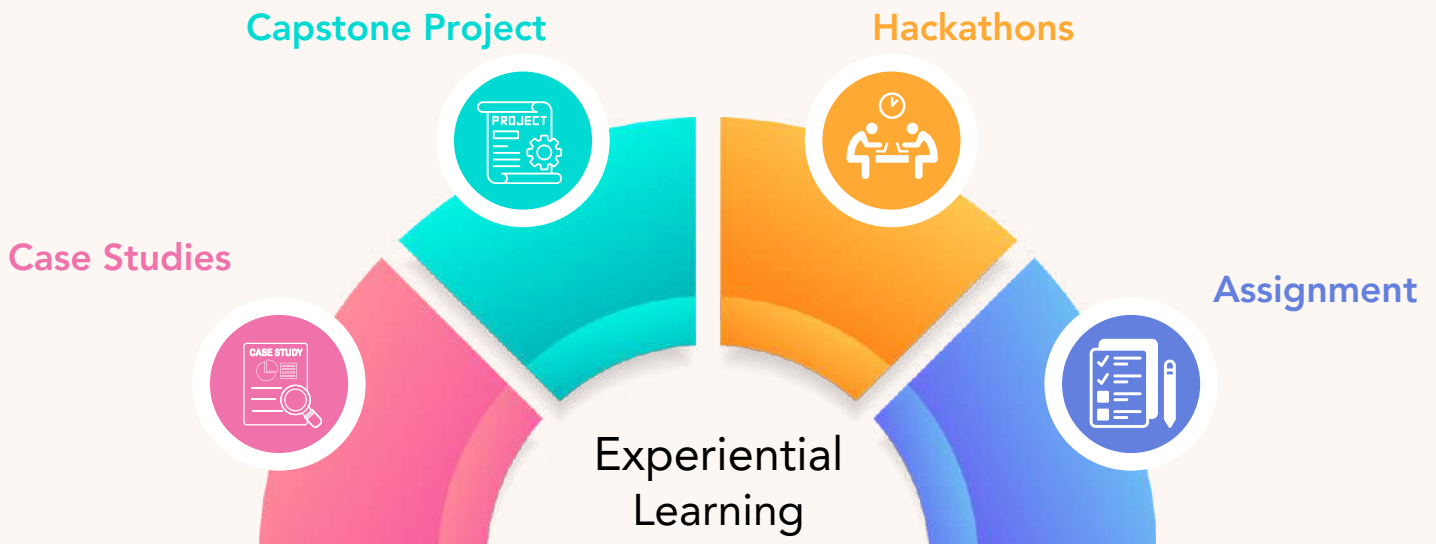
TOOLS & MORE

Jira Software | matplotlib | seaborn

ANACONDA | asana | Excel | NumPy

python | tableau | K Keras | scikit learn

TensorFlow | ORACLE | jupyter | MySQL

pandas | Power BI | Visual Studio Code | Atlassian Jira for Scrum

Case Studies

Capstone Project

Hackathons

Assignment

Experiential
Learning

COMPANIES THAT HIRE FROM US

Google | Walmart | Microsoft | BOEING | hp invent

amazon | BARCLAYS | Deloitte. | citigroup | airtel

accenture | Mahindra | TATA MOTORS | Nielsen

HDFC BANK We understand your world | latentview Actionable Insights · Accurate Decisions | BRIDGEi2i INFORMATION·INSIGHT·IMPACT | CONVERGYTICS Analyze Socialize Monetize

EY Parthenon Building a better working world | IBM | Tiger Analytics | UST Global | wipro

Cartesian | absolutdata Research&Analytics | fractal | infoedge

genpact | tcs TATA CONSULTANCY SERVICES | Capgemini | cisco
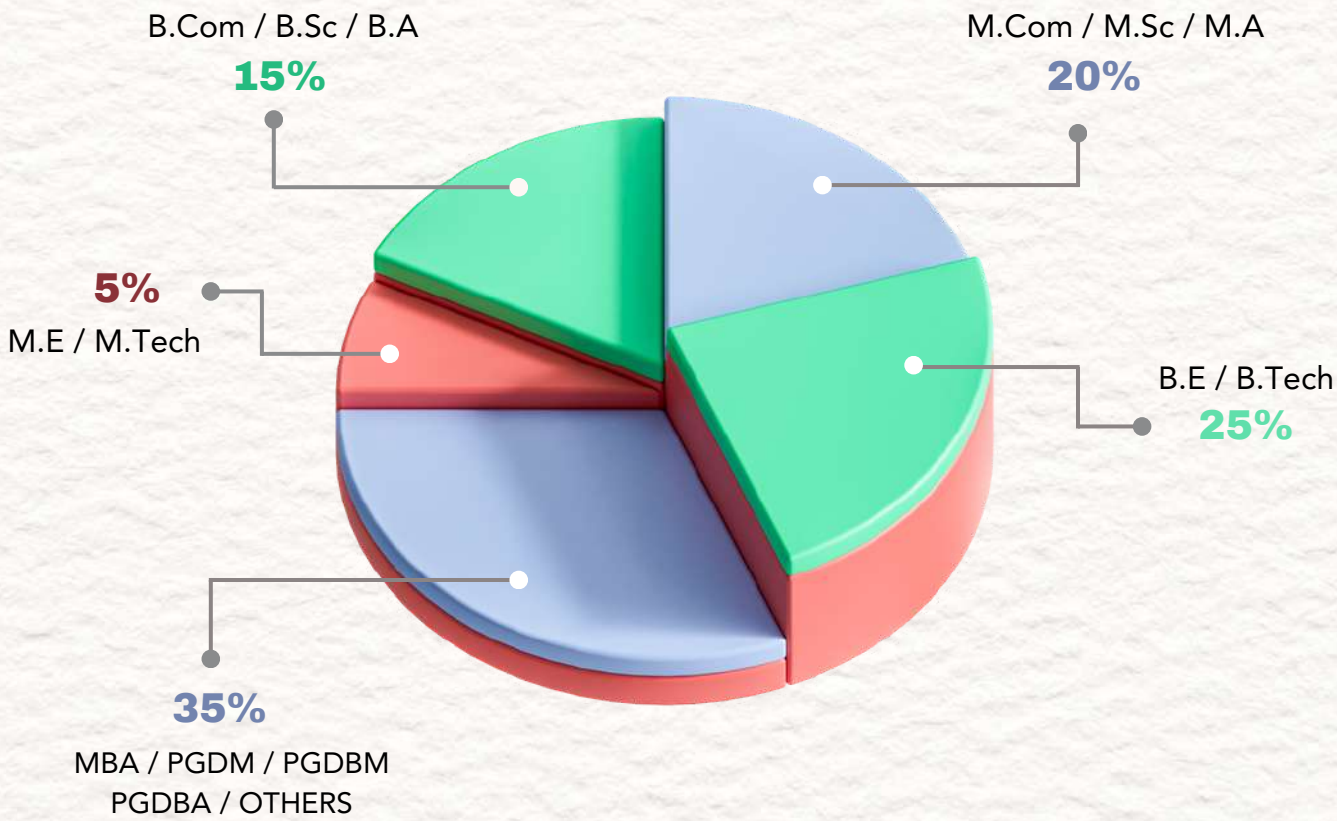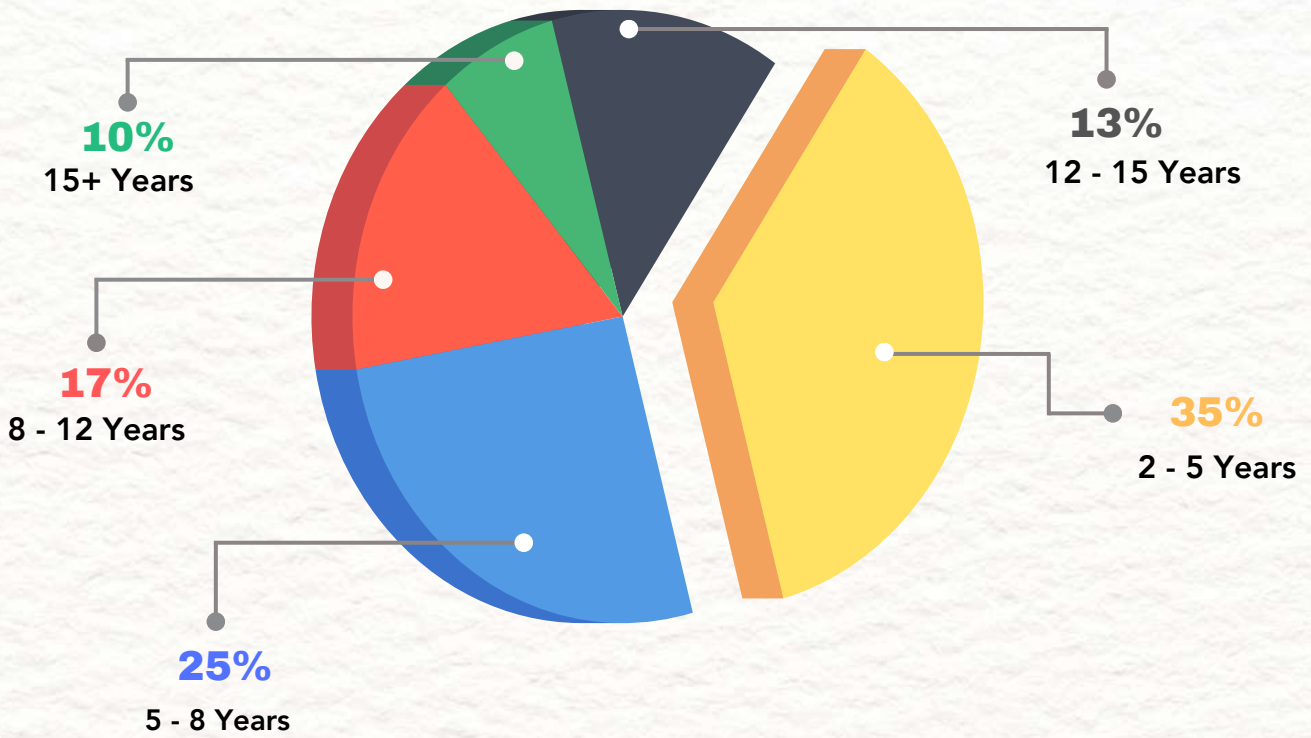
MEET THE GROUP

Join us as we introduce the esteemed members of our cohort, ready to embark on a transformative learning journey together.

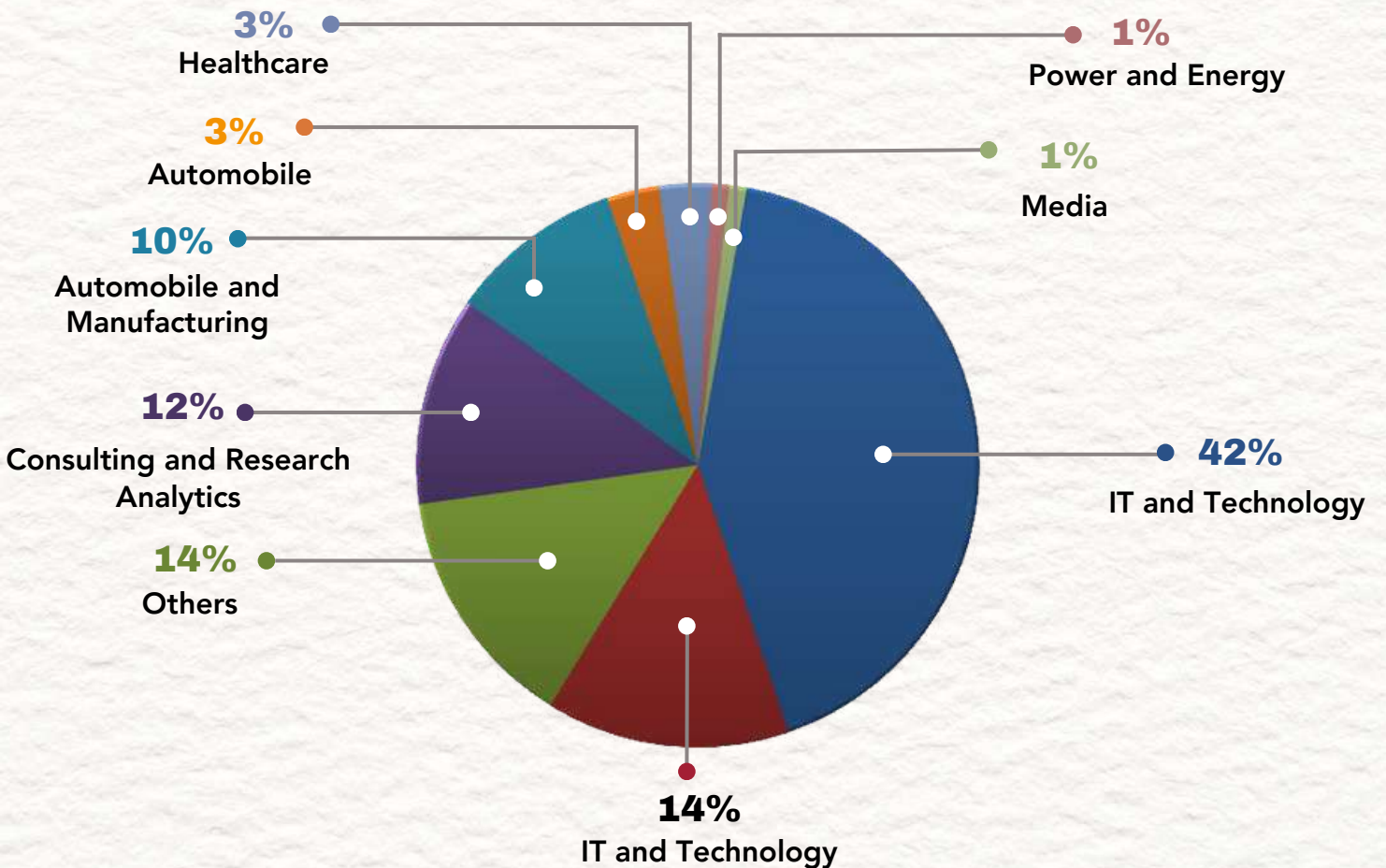## EDUCATIONAL BACKGROUND

B.Com / B.Sc / B.A
15%

M.Com / M.Sc / M.A
20%

5%
M.E / M.Tech

B.E / B.Tech
25%

35%
MBA / PGDM / PGDBM
PGDBA / OTHERS

WORK EXPERIENCE

10%
15+ Years

17%
8 - 12 Years

25%
5 - 8 Years

13%
12 - 15 Years

35%
2 - 5 Years

INDUSTRY DIVERSITY

3%
Healthcare

3%
Automobile

10%
Automobile and Manufacturing

12%
Consulting and Research Analytics

14%
Others

1%
Power and Energy

1%
Media

42%
IT and Technology

14%
IT and Technology

Get Access to Dedicated Career Support

Career Guidence

Gain access to mentorship session from industry experts and leverage their expertise to advance your career effectively.

Resume Building and Interview Preparation

Tailor your resume to showcase skills. Prepare extensively for interviews. Access mentorship from industry experts to boost your career.

Quiz and Mock Interview Preparation

Enhance interview skills with quizzes and mock interview sessions. Prepare effectively to excel in interviews with confidence-building exercises.

E - Portfolio

E-portfolio showcases skills and achievements digitally, aiding job search and professional presentation for potential employers.

Placement Aid

Placement aid offers assistance in securing job placements and providing support, resources, and guidance for career advancement

About Program Details

Who can apply?

- ✅ Anyone with a B. Tech / M. Tech / MCA / M.Sc / M.A (Economics) / MBA / BCA / B.Sc / B.com/ BA degree from an accredited institution.
- ✅ Must have studied in 12th standard

Additional Scholarships

- ✅ Bring your friend along and avail a discount of up to 5%.

For more details, look at the program **Term & Condition**

Course Duration: 43 Weeks: 180+ Hours

Weekend Batch: 11 Months
Saturday - Sunday: 2.0 hrs/day

About Instructors:

Experienced software development educators impart valuable real-world expertise and efficient strategies, equipping students for achievement in the field.

Program Fees:-

~~₹ 2,99,000/-~~
Included+18% GST
After **60%** Discount
₹ 1,20,000/-

Payment

Razorpay stripe PayPal

Registration Fee:-

**Registration Fee: ₹ 5000/-
Financing Partners**

Razorpay   Credit Fai₹   BAJAJ FINSERV
UPI UNIFIED PAYMENTS INTERFACE   IDBI BANK
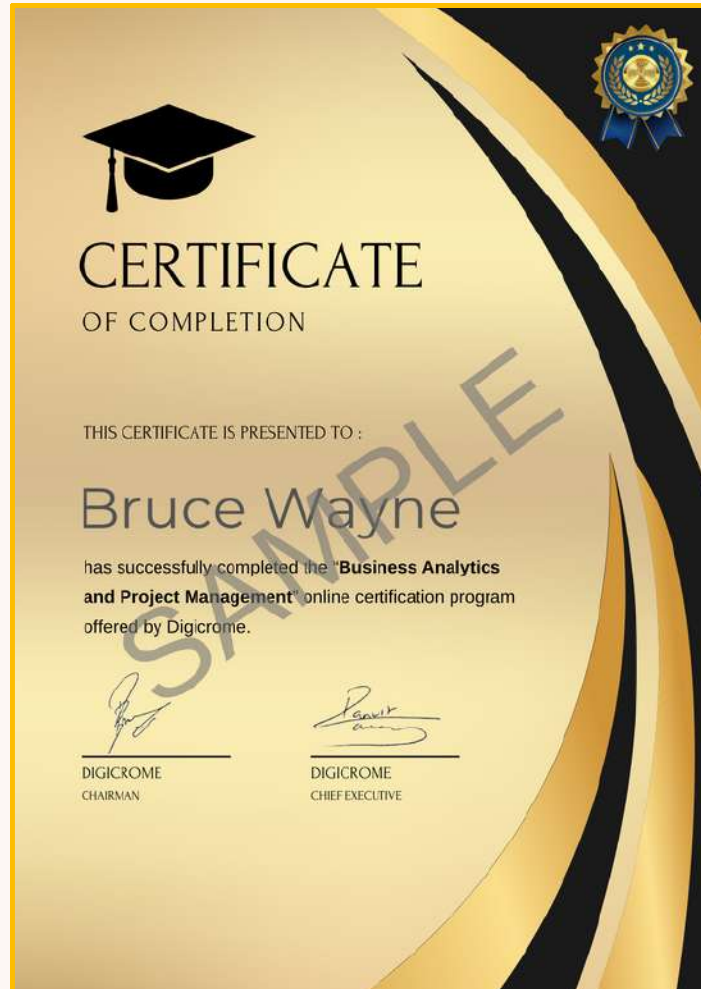
Certificate

Project Management & Business Analytics Course

Get recognized. Upon successful completion of this program, Digicrome grants a certificate of completion along with 5 other certifications to participants Business Analytics and Project Management course.

After you complete the program, your verified digital certificate will be emailed to you, at no additional cost, with the name you used when registering for the program. All certificate images are for illustrative purposes only and may be subject to change at the discretion of Digicrome.

DIGI CROME

Ready to Advance Your Career

Apply Now

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