



PG DIPLOMA IN **DATA SCIENCE**

GOVERNMENT APPROVED PROGRAM

IMS Proschool offers a comprehensive and yet affordable program in Data Science. The program has an employment-oriented approach and is based on a detailed research of companies' requirements. It prepares Students for roles like Business Analyst, Data Analyst and Data Scientist and is available in full time and part time modes.



MAJOR AREAS EMPLOYING DATA SCIENCE PROFESSIONALS



FINANCIAL ANALYTICS

Credit Scoring, Risk based pricing, Fraud Detection and Prediction, Recovery Management, Loss Forecasting, Risk Profiling, Portfolio Stress Testing.



MARKETING

Segmentation, Marketing Mix Optimization, Competitor Analysis, Channel Analysis, Sales Performance Analysis, Campaign Analysis, Sales Pipeline Reporting.



RETAIL

Customer Analytics, Merchandizing Analytics, Store Operations, Inventory Analytics, Market Spend Optimisation



CUSTOMER ANALYTICS

Loyalty Analytics, Customer Life Time Value, Propensity Analytics, Churn Analytics, Customer Segmentation, Cross- Sell or Up sell Models.



WEB ANALYTICS

Click Analytics, Customer Life cycle Analytics, Social Media Analytics, Sentiment Analytics, Online Traffic Analytics, Conversion Analytics.



HUMAN RESOURCES

Recruitment Analytics, Compensation Analytics, Talent Analytics, Training Analytics, Retention Analytics, Workforce Analytics.

MAJOR COMPANIES EMPLOYING DATA SCIENCE PROFESSIONALS

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BOSTON CONSULTIN G GROUP

MORGAN STANLE Y

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VODAFONE

WALMART

AMAZON

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CAREER PATH OF A BUSINESS ANALYST



Entry Level
Business Analyst
~INR 5,00,000



Mid-Management
Data Scientist
~INR 14,00,000



Leadership
Senior / Lead Data Scientist
~INR 25,00,000



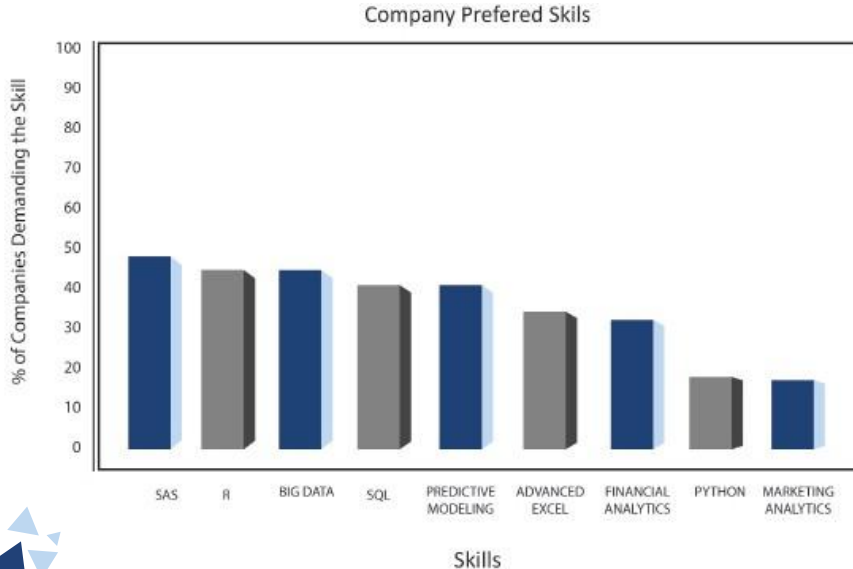
IMS PROSCHOOL PG DIPLOMA IN DATA SCIENCE COURSE

- **Government Approved PG Diploma** : 9 months Government Approved Program along with Certification on Business Analytics from NSE Academy
- **Comprehensive coverage** on various analytical tools like R, SAS, Hadoop, Python, Tableau etc.
- **Advanced Analytics**: Learn Text Analytics, Machine Learning, Marketing Analytics and Retail Analytics
- **Online Material**: 24*7 access to practice material, videos, quizzes, mock tests, etc., to ensure learning efficiency.
- **Expert faculty** with wide industry experience in the Analytics industry and alumni of top universities
- **Mentoring**: Get mentoring from data scientist working in leading companies such as Mckinsey, Deloitte, Mu Sigma, Google, PWC etc.
- **Flexible learning options**: Flexibility for working professionals and students with weekend batches and online learning options that saves you from taking a sabbatical.
- **Capstone Project**: A unique learning opportunity to work on a real-life business case and perform data cleaning and analysis tasks.
- **Start-up Projects**: Access to additional live projects from start-ups.
- **Placement assistance**: Candidates will receive 100% placement assistance which includes interview grooming, group discussions, resume writing etc.

COMPREHENSIVE COVERAGE

Our course has been designed after extensively researching candidates' skills preferred by over 100 Analytics related companies in India like ZS, Musigma, Absolutdata, Fractal Analytics, Flipkart, Amazon, IBM and many more. We have included 95% of the preferred skills such as R, SAS, Python, Big data, SQL etc to make our program more desirable for recruiters.

Our research can be best portrayed through the following chart.





1. Business Analytics

- Basic Statistical Concepts
- Excel Proficiency
- Linear Regression
- Logistic Regression
- Time Series
- Market Basket Analysis
- Clustering
- Classification
- Applications of concepts using R And SAS
- Capstone Project

2. Big Data Tools And Technology

- Introduction to Database Management
- Introduction to SQL
- Hadoop Systems like PIG , HIVE, Spark
- Python Libraries for Machine Learning
- Tableau for Data Visualisation

3. Advanced Analytics

- Machine Learning
- Text Mining(LVC)
- Marketing Analytics
- Retail Analytics
- Financial Analytics Case Studies
- HR Analytics Case Studies

Note: • Proschool will provide theory-based recorded videos on Marketing & Retail Analytics and will conduct case studies in the class
• Proschool will arrange Live Virtual Classroom (LVC) of expert faculty members on some topics.





Classroom



- 9 months program
- Get trained by Industry experts
- Domain based case studies
- Online study material
- Innovative hands on learning methodology
- Regular Assessments

Live Virtual Classroom



- 9 months program
- Audio – Video enabled
- Live & Interactive training program on CISCO Platform
- Learn from the industry experts at affordable cost.
- Clear your subject doubts face-to-face with experts
- Get recorded sessions for future reference

*Students need to pay Term end fee (INR 600/term), PG Diploma fee (INR 1000), NSE Exam fee (Optional) (INR 1700+Service Tax) separately





ABOUT IMS PROSCHOOL

IMS Proschool is an initiative of IMS learning Resources Pvt. Ltd, an organization engaged in training and mentoring students for the last 35 years. IMS Proschool offers certification & training programs in Financial Modeling, Chartered Financial Analyst, Certified Financial Planner^{CM}, Chartered Institute of Management Accountants, Digital Marketing, Financial Services, and of course, Foundation & Business Analytics.

IMS Proschool along with its parent organization has trained more than 3 lakhs candidates for different competitive exams and professional courses.

Proschool itself has trained over 20000 professionals from well known organizations like State Bank of India, Bank of India, UTI, Kotak Group, ICICI Group, Sundaram BNP Paribas and Citibank to name a few.

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