



# Maharaja Agrasen Institute of Management Studies

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001 : 2015 Certified Institution

Maharaja Agrasen Chowk, Sector 22, Rohini, Delhi – 110086, INDIA [www.maims.ac.in](http://www.maims.ac.in)

## Skill Enhancement Certificate Course

### Data Analytics 3.0

March 19, 2022 - May 14, 2022

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**Director**  
Maharaja Agrasen Institute  
of Management Studies  
Sector 22, Rohini, Delhi-86





## Department of Business Administration

Under the Aegis of IQAC

In Association with  
PCJ School of Management  
Maharaja Agrasen  
University, Baddi, HP

Skill Enhancement  
Certificate Course on

**Data Analytics 3.0**

**March– May 2022**

Venue -Online (Google Meet)

3:00PM - 4:30PM

Date of Commencement: 19 Mar 2022



# Data Analytics 3.0

Cash Prizes for Top Performers

[Click to Register](#)

## Maharaja Agrasen Institute of Management Studies

(A Unit of Maharaja Agrasen Technical Education Society)

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Recognized U/s 2(f) of UGC & Bar Council of India

ISO 9001:2015 Certified Institution

Campus: Maharaja Agrasen Chowk, Sector-22,

Rohini, Delhi-110086 India (Est. 2003)

Office Phone: 8448186950

[www.maims.ac.in](http://www.maims.ac.in)

**Courses offered: BBA, B Com(H), BA(H) Economics, BAJMC,  
BALLB, BBALLB**

### Key Takeaways

- Online Classes via Gmeet
- Understanding of different types of data
- Able to describe, predict & make informed decisions
- Application in the specific areas of marketing, human resources, finance, and operations.



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## Course Description

Courses on research methodology are often well packed with methods and techniques of data analyses, 'but' with limited understanding of the logic underlying the various techniques, methods, and research design. Keeping this challenge in mind, the present course has been designed for students who keen to do research & data analysis in the years to come. The students will learn how data analysts describe, predict, and make informed business decisions in the specific areas of marketing, human resources, finance, and operations. The students would be able to become employable in this fast-growing new age field by demonstrating the skills learnt through this course.

Excel/SPSS/Jamovi/R & others had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advance excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. Many companies have now been looking for a skilled professional, who understand the research methodology, statistical techniques, data presentation & working on statistical software. Thus, this course would build the data analysis skills among the students.

- **Commencement Date:** Saturday, 19<sup>th</sup> March 2022

## Contents of the Course

<u>Lect. No.</u>	<u>Topics</u>
<b>1</b>	<b>Types of Data- Nominal, ordinal, ratio &amp; interval</b>
<b>2</b>	<b>Sorting &amp; Filter -N umber and Text filters, data filters</b>
<b>3</b>	<b>Conditional Formatting — Manage, rules, data bars, color scales, Cleaning Data in Excel</b>
<b>4</b>	<b>Tables &amp; Graphs</b>
<b>5</b>	<b>Pivot Table</b>
<b>6</b>	<b>Descriptive Analysis &amp; Frequency distribution</b>
<b>7</b>	<b>Macros</b>
<b>8</b>	<b>Hypothesis testing — t test and z test</b>
<b>9</b>	<b>ANOVA</b>
<b>10</b>	<b>Correlation &amp; Regression</b>
<b>11</b>	<b>Working in SPSS: Entering data, variable labels, value labels</b>
<b>12</b>	<b>Chart Creation Basics - box plot, histogram, PP plots</b>
<b>13</b>	<b>Descriptive Analysis &amp; Crosstabulation</b>
<b>14</b>	<b>Mann Whitney Test, Wilcoxon test</b>
<b>15</b>	<b>T-test &amp; ANOVA</b>
<b>16</b>	<b>Correlation &amp; Regression</b>
<b>17</b>	<b>Exploratory Factor Analysis</b>
<b>18</b>	<b>Research writing: Introduction</b>
<b>19</b>	<b>Systematic Literature Review</b>
<b>20</b>	<b>Research Design: Concept &amp; Types</b>
<b>21</b>	<b>Ethics of Research writing</b>

## Who Can attend?

- This Skill Enhancement Certificate Course would be beneficial for students for enhancing their data analysis skills.

## Registration & Certifications

- **Number of Seats:** Limited seats are available on first cum first served basis.
- **Registration Fees (per person):**

Dates	For External Participants	For Internal Participants
7 <sup>th</sup> March 2022	INR 2500/-	Free

- **Cash Prizes of ₹500/-** each shall be given to top 3 performers.
- **Certificate of Merit** will be issued to top 5 Performers.
- **Certificate of Completion** will be issued to the participants who successfully complete the course.

## Paytm Details for Payment

Through Paytm	
<b>Account Holder's Name</b>	Dr. Bharti Chaudhary
<b>Mobile Number</b>	9818716512

## Registration Form Link

- **After making payment. please fill the registration form using below link:**  
<https://forms.gle/z3Da6WMX2UaYcXEj9>

## Requirements for Issue of Certificate

- Regular and high attendance.
- Submission of solutions/ answers of all assignments.
- Submission of all weekly feedbacks
- Good performance in all MCQ based tests.

## Organizing Team

### Mentors

Prof. (Dr.) Ravi Kumar Gupta  
Director, Maharaja Agrasen  
Institute of Management Studies

Prof. A. K. Vasishtha  
Director, PCJ School of Management,  
Maharaja Agrasen University, Baddi

### Chief Coordinator

Prof. (Dr.) Vijay Kr. Khurana  
(HOD, Business Administration)

### Conveners

Dr. Bharti Chaudhary  
Associate Professor  
Department of Business Administration

Dr. Shilpee Aggarwal  
Associate Professor  
Department of Business Administration

### Resource Persons

- Prof. (Dr.) Vijay K. Khurana, Chief Coordinator, (HOD, 7988142771)
- Dr. Bharti Chaudhary, Convener (Associate Professor, 9818716512)
- Dr. Shilpee Aggarwal, Co- Convener (Associate Professor, 9999347555)
- Dr. Sumedha Dutta (Associate Professor, 9899297925)
- Dr. Deepak Dagar (Assistant Professor, 9311433901)
- Mr. Inderpal Singh (Assistant Professor, 9891997584)
- Ms. Preeti Bansal (Assistant Professor, 9899207699)
- Mr. Nakul Anand (Assistant Professor, 9873721180)
- Dr. Shruti Yadav (Assistant Professor, 9873901492)

*'Learning is unifying seemingly divergent ideas and data.'* –Terry Heick





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Value Added Course on: DATA ANALYTICS 3.0- ADVANCED

BATCH I

S.No	Name	Enrolment No.	21-3-22	23-3-22	25-3-22	28-3-22	30-3-22	1-4-22	4-4-22	6-4-22	8-4-22	11-4-22	13-4-22	16-4-22	20-4-22	22-4-22	25-4-22	27-4-22	29-4-22	2-5-22	6-5-22	13-5-22
1	AAKARSH BHARDWAJ	05861101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
2	AARUSHI KUMAR MADAN	04261188821	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
3	AA YUSHI MONGIA	10714701721	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
4	AJITHNAV GUPTA	07114701721	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
5	AJITHNAV RAWAT	05561101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
6	AJITHSHEK KUMAR	04861101721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
7	AJITHI	07214701721	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
8	AJITHI BANSAL	05214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
9	ADITYA KUMAR GAITAN	06514701721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
10	AKARSHI DUBEY	12914701721	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
11	AKSHAY MAKKAR	05414701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
12	AMAN KISHORANA	04661101721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
13	AMISH JAIN	07714701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
14	AMITESHWAR SINGH	09914701721	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P
15	ANANT MADHURI	07514701721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
16	ANANYA RAWAT	08814701721	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
17	ANMOL AGRAWAL	09814701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
18	ANMOL CHATURVEDI	13614701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

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39	DHRLV KASANA	10214701721	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P
40	DIKSHA MAGGO	05261101721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
41	DIVANSHI KAPOOR	04961101721	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	A	P	P
42	DIVYANSH SHARMA	11814701721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
43	EKANKI	11214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
44	ESHA SHARMA	13414701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
45	GARVIT JALAN	08614701721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
46	GAURAV JOSHI	06014701721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
47	GAURAV SINGH	10914701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
48	GAURAV VERMA	04714701721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P
49	HARJOM KASHYAP	12814701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
50	HARITI GUPTA	07361101721	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P
51	HARSH DABAS	06114701721	P	P	P	P	P	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P
52	HARSH GUPTA	04714701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
53	HARSH SURANA	04814701720	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
54	HARSHIT BHATIA	04914701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
55	HARSHIT GOEL	08714701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
56	HARSHIT SHARMA	05014701720	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
57	HARSHITA GHAI	05114701720	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
58	HARSHITA JAIN	11314701721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P

  
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79	KANISHKA SINGH	05661101721	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P
80	KANU PRIYA	06214701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
81	KARAN SHARMA	11514701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
82	KARTIK MATHUR	06314701720	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
83	KARTIK SHARMA	06361101721	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
84	KASHIKA BHATIA	06414701721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P
85	KASVI MAL	06414701720	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
86	KAUSHAL MINA	12514701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
87	KAVYA SARRAF	05314701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P
88	KESHAV BAGRI	13514701721	P	P	P	P	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P
89	KHUSHI MALIK	05914701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
90	KHUSHI MEHRA	12414701721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	A	P

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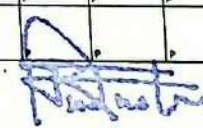
Value Added Course on: DATA ANALYTICS 3.0- ADVANCED

BATCH 8

S.No	Name	Enrollment No.	19-3-22	22-3-22	24-3-22	26-3-22	29-3-22	31-3-22	2-4-22	5-4-22	7-4-22	9-4-22	12-4-22	14-4-22	16-4-22	19-4-22	21-4-22	23-4-22	26-4-22	30-4-22	7-5-22	14-5-22
91	LAKSHYA SHARMA	5814701721	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
92	LUV MANOT	7661101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
93	MAANAY BANSAL	9614701721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P
94	MANIKA DHAWAN	11714701721	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P
95	MANISHA GUPTA	4961188821	P	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
96	MANSI	12314701721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
97	MAYANK SINGHAL	7161101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
98	MAYUR GUPTA	4361188821	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
99	MAYUR VIJAY	5461101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
100	MEGHA BHARGAVA	12714701721	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
101	MOHAMMAD TARIQ	6661101721	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P
102	MUSKAN GUPTA	5961101721	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
103	NANDINI KHANDLWAL	7761101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P
104	NEHAL AWASTHI	4614701721	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
105	NIHARIKA SINGH	9661101721	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
106	NILAY VIJAY AGNIHOTRI	6761101721	A	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
107	NITYAM SINGH	13214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
108	PALAK	8914701721	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P

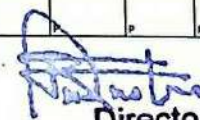
  
Director  
Maharaja Agrasen Institute  
of Management Studies  
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109	PAVANI SINGHAL	12214701721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	A	P	P	P	P	P
110	PRAKHAR NIGAM	4461101721	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
111	PRATHAM GUPTA	8661101721	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
112	PRATHAM KAPUR	7614701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
113	PRATHAM VASUDEVA	7561101721	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
114	PRYANSHU JAIN	6061101721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P
115	PRYANSHU KUMAR TIWARY	4561188821	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
116	RAAGHAV MANOHANDA	10814701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
117	RADHIKA AGGARWAL	4461188821	P	P	P	A	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P
118	RAGHAV GOEL	5514701721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
119	RAGHAV SHARMA	6814701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
120	RAGHAV SINGHAL	4861188821	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
121	RAKSHIT BHOI	8761101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
122	RHYTHM AHUJA	8961101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
123	RISHAV SURANA	6614701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
124	RISHI RAJ CHAUHAN	6214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	A	P
125	RISHITA GUPTA	4361101721	P	P	P	A	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P
126	SAKSHAM BANSAL	5061101721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P
127	SAKSHAM BHARUA	6861101721	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	A	P	P	P	P
128	SAKSHI GARG	6261101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
129	SAMARTH BAJAJ	10514701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
130	SANCHIT	4914701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
131	SANSKAR AGGARWAL	4561101721	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P

  
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155	SONAKSHI SHARMA	9114701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
156	SOUNYA GUPTA	6914701721	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P
157	SPARSH CHAWLA	8414701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
158	SUDHIR KISHOR	5014701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
159	SUNANDINI ARORA	7961101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
160	SWASTIKA GUPTA	7914701721	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	A	P	P	P
161	SWATI JAIN	8261101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
162	TANISHK	9214701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
163	TANMAY	8314701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
164	TANYA JAIN	6161101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
165	TARUN BANSAL	8561101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	P	P
166	TUSHAR	13014701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
167	TUSHAR SHARMA	7814701721	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
168	TUSHAR SINGH	11414701721	P	P	P	P	A	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P
169	UDHAV CHOPRA	8061101721	P	P	P	P	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P
170	URVI MISHRA	10114701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
171	UTKARSH PANDEY	5761101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
172	VIRGIL JERRY JOHN	6461101721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
173	VISHAKHA SAPRA	9314701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
174	YARUN GAUTAM	8014701721	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
175	YASH DADHICH	4161188821	P	P	A	P	P	P	P	P	P	P	P	P	P	P	A	P	P	P	P	P
176	YASH GAHLOT	12114701721	P	A	P	P	P	P	A	P	P	P	P	P	P	P	P	P	P	P	P	P



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**Under the Aegis of IQAC**

**Skill Enhancement Certificate Course**

**Data Analytics 3.0**

**March 19, 2022 - May 14, 2022**

**Report**

Data Analytics is the need of the hour. In this dynamic & ever-changing environment, predicting the future has become more relevant, especially with the availability of enormous amounts of data. Excel & SPSS (Statistical Package for Social Sciences) are the prominent tools in data analytics. They help generate meaningful results from the data by the application of various statistical methods with ease. Many companies have now been looking for a skilled professional, who understands the research methodology, statistical techniques, data presentation & working on statistical software. Thus, it encouraged the seasoned faculty of MAIMS to design a skill enhancement course in data analytics using Excel & SPSS for final year students.

This Certification Course was the initiative taken under the aegis of IQAC in association with the course was started in association with PCJ School of Management, Maharaja Agrasen University, Baddi, HP for all the Research scholars, faculty & undergraduate students across the country. students of MAIMS. The prime objective of the course was to equip the students with the basics of research methodology & various quantitative data analysis techniques. Excel & SPSS had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advanced excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. A total of 176 completed the course. The course was of 30 hours, divided in 20 online sessions of one & half hour each on Google Meet. Every session was followed with a practical assignment related to it. After the completion of the week

  
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(3 sessions), a feedback form was floated to get the viewpoint of the students. The sessions were held in two batches. Batch 1 was run on Monday, Wednesday, Friday and Batch 2 was run on Tuesday, Thursday, Saturday. A total of 21 such feedback forms were filled by the students. The students were assessed based on the assignment submitted, MCQ test on Excel and MCQ test on SPSS.

It was a great learning experience for the students as well as for the faculty. The sessions were conducted by Prof. (Dr.) Vijay Kumar Khurana, Dr. Bharti Chaudhary, Dr. Sumedha Dutta, Dr. Shilpee Aggarwal, Dr. Preeti Bansal, Dr. Deepak Dagar, Mr. Inderpal Singh, Dr. Usha Nair, Ms. Anu Goyal and Ms. Shruti Yadav. Certificates were given only to such students who successfully qualified all the four parameters, namely, attendance, feedback forms, assignments, and quizzes.

The credit for this ambitious initiative goes to Prof. Vijay Kr. Khurana (HOD, Business Administration) & his team, who worked under the able guidance of the Prof. Ravi Kumar Gupta, Director, MAIMS. Their constant support and encouragement helped in successful accomplishment of this program.

**\*Convener – Dr. Bharti Chaudhary, Associate Professor**

**\*\* Co- Convener- Dr. Shilpee Chaudhary, Associate Professor**

### **About the Course**

Courses on research methodology are often well packed with methods and techniques of data analyses, 'but' with limited understanding of the logic underlying the various techniques, methods, and research design. Keeping this challenge in mind, the present course has been designed for students who are keen to do research & data analysis in the years to come. The students will learn how data analysts describe, predict, and make informed business decisions in the specific areas of marketing, human resources, finance, and operations. Analytics talent demand is much more than the available skilled supply. The students would be able to become

  
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employable in this fast-growing new age field by demonstrating the skills learnt through this course.

Excel & SPSS had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advance excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality, and factor analysis. Many companies have now been looking for a skilled professional, who understands the research methodology, statistical techniques, data presentation & working on statistical software.

### **Objectives of the Course:**

- Application of Research Methodology
- Understanding of different types of data
- Able to describe, predict & make informed decisions
- Application in the specific areas of marketing, human resources, finance, and operations.
- Quantitative Data Analysis

### **Course content:**

This course is organized into 20 sessions as per details below:

### **Course Outcomes:**

- Students will be able to analyze and work with large data sets and make meaningful interpretations.
- Students will also be able apply correct statistical tests on different types of data ● Students will be able to add value to their research projects.
- With advanced knowledge of Excel & SPSS, they can easily start their careers as research analysts or data analysts.

The certification course was conducted from March 19, 2022 to May 14, 2022 via the online platform of Google Meet. The registration of the event started from 7th March 2022. The duration of the course was 30 hours along with the two MCQ quizzes & 20 assignments. Each class consists of a one & a half hour session along with the videos, a practice exercise, a quiz, and a reference guide. Classes were scheduled for thrice a week.

Following is the criteria based on which students are eligible for the certification: ● Attending regular classes using laptop.

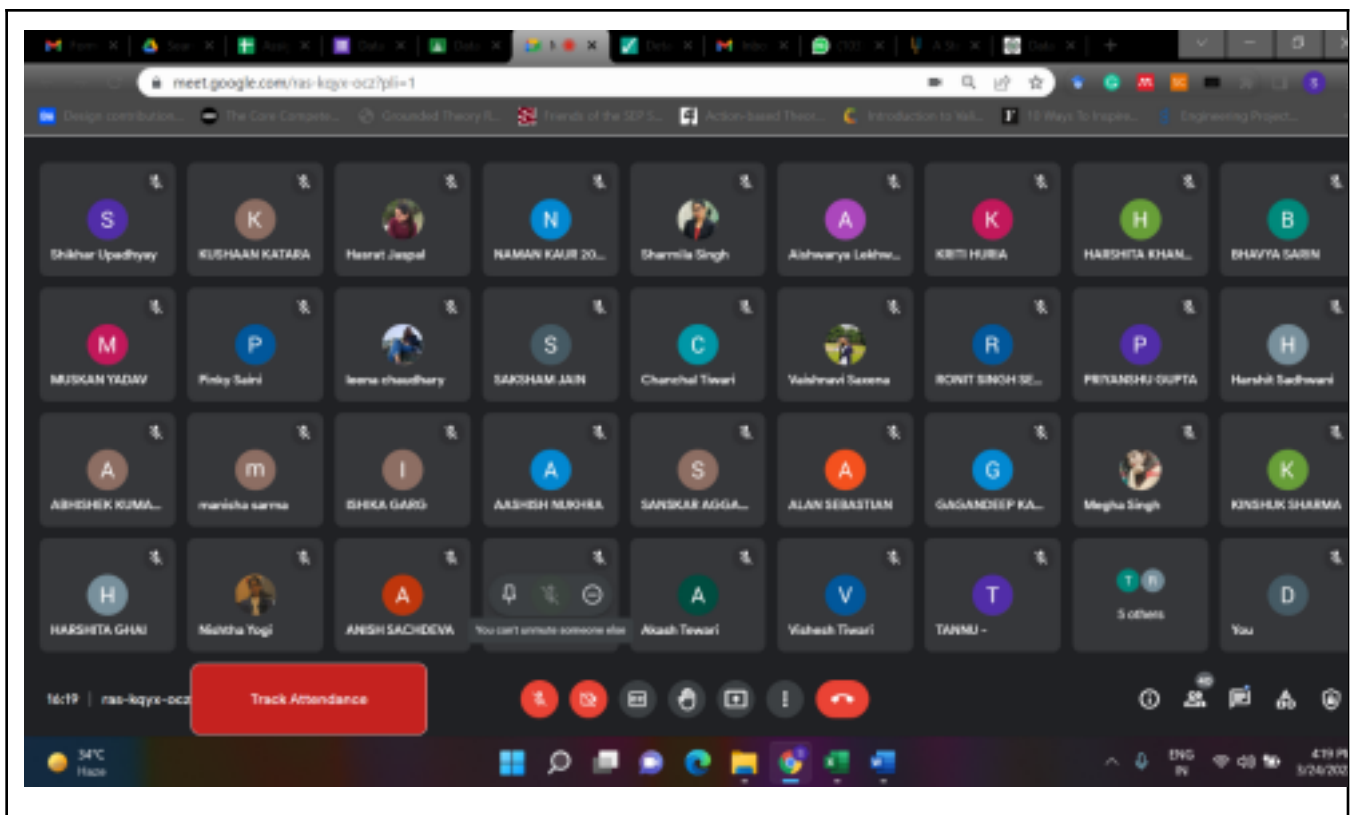
- Submission of all Assignments.
- Participation in all Quizzes.
- Submission of the feedback form on a timely basis.

Total Sessions: 20 of 1.5 hour each

Time of the sessions: 3:30PM to 4:30PM

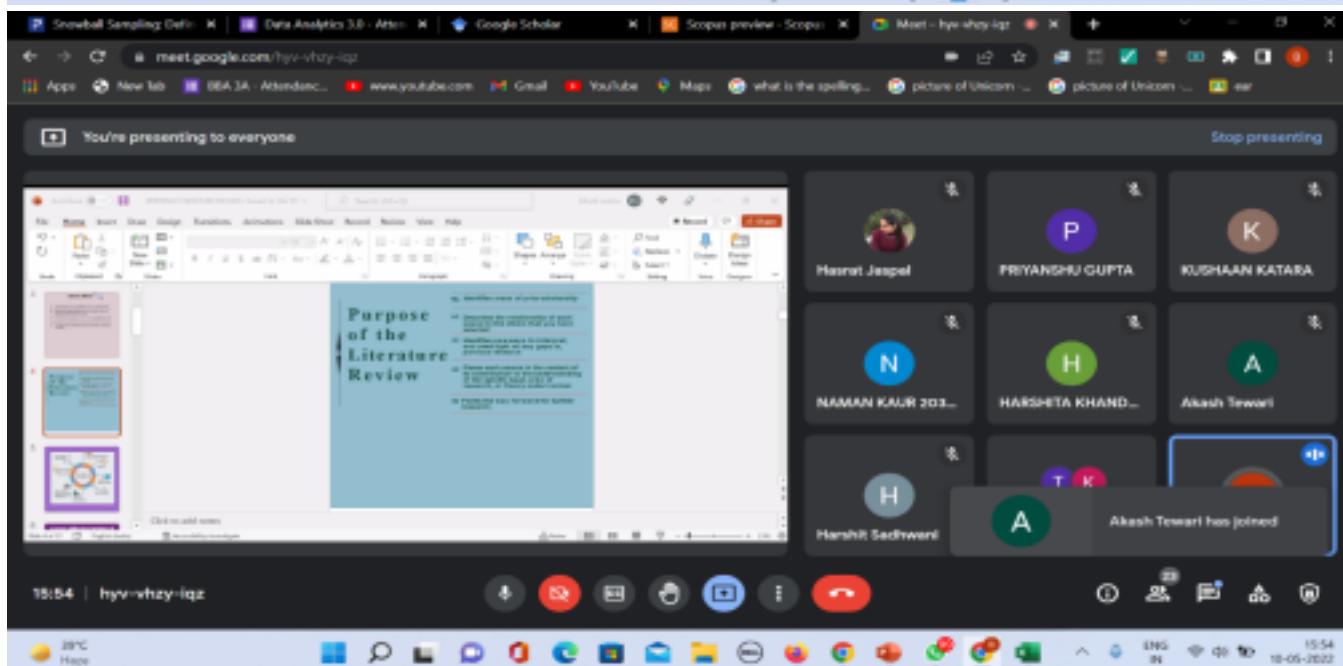
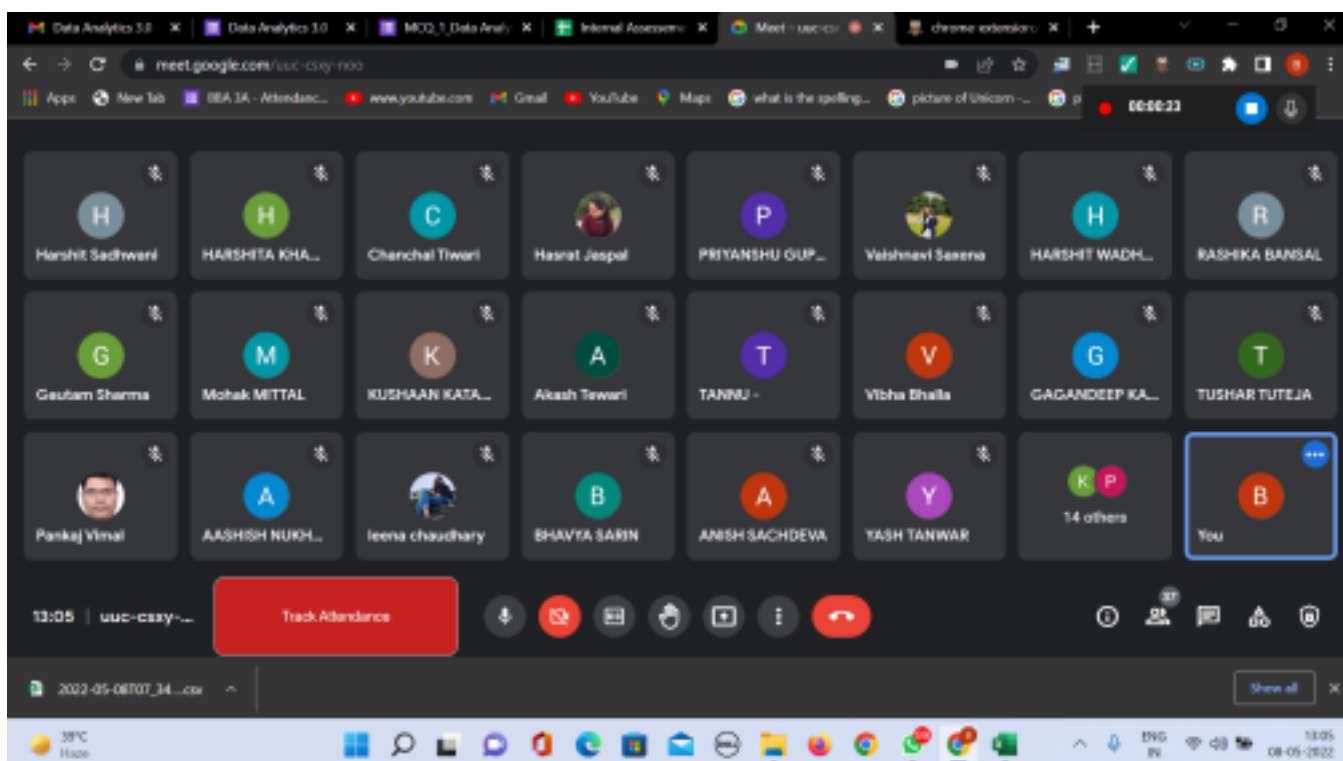
Total number of students completed the course:176

### Glimpses of the Event



  
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Sample Certificate:

**Skill Enhancement Certificate Course**  
**Data Analytics 3.0**  
**March 19, 2022 - May 14, 2022**

**Data Analytics 3.0**



  
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