



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

A Unit of Maharaja Agrasen Technical Education Society

Affiliated by GGSIP University, Recognised u/s 2(f) of UGC

Approved by Bar Council of India; ISO 9001:2015

Certified Institution Courses Offered: BBA, B.Com(H), B.A

(H) Eco, BA (JMC), BA LLB, BBA LLB

Campus: Maharaja Agrasen Chowk, Sector-22, Rohini, Delhi- 110086, INDIA www.maims.ac.in

DEPARTMENT OF BUSINESS ADMINISTRATION

in collaboration with

IMS Proschool Pvt. Ltd.

is organizing.

Skill Enhancement Certificate Course

on

Business Analytics '23 using Excel & Tableau

(October 2023 – December 2023) Hybrid Mode

CLICK HERE TO REGISTER

<https://forms.gle/M5fyMfgvh8AZeRPG6>





ABOUT MAHARAJA AGRASEN TECHNICAL EDUCATION SOCIETY

Maharaja Agrasen Technical Education Society (MATES) is a charitable trust comprising of a group of well-known Educationists, Industrialists, Businessmen, Professionals and Philanthropists with an aim to promote quality education in the field of Technology, Management, Law, Pharmacy and Health Services to shape the human society for a better future. Dr. Nand Kishore Garg (Founder & Chief Advisor-MATES, Chancellor- MAU, Three Times MLA- Delhi Vidhan Sabha) has been a significant source of inspiration and motivation for achieving the aims and goals of the society.

ABOUT MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The Institute has attained distinct position in running BBA, B.Com (H), BA (H) Eco., BA(JMC), BALLB (Hons.) and BBA LLB (Hons.) programmes affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. Over the years MAIMS has grown into a premier centre of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.

ABOUT DEPARTMENT OF BUSINESS ADMINISTRATION, MAIMS

The legendary Department of Business Administration was started by MAIMS in the year 2003 with BBA (G) program. Since then it has upheld its position as one of the finest departments. It has shaped many eminent personalities who are successful entrepreneurs today and has led to many business ventures. Management is a prestigious profession which enjoys high social recognition in the society. There is an increasing attention towards management education, due to its growing demand as practitioners, researchers and social scientists. BBA (G) programme enhances the professional skills of the students, which are necessary for attaining a high level of economic activities. The BBA (G) programme also promotes the understanding, predicting and guiding of human behaviour in organizations.

About IMS Proschool Pvt. Ltd.

IMS, since 1977, has worked towards building a long-term successful career for its students. It emerged as the fourth most trusted education brand in a AC Nielsen and Brand Equity Survey. IMS Proschool is the extension of the same mission. At Proschool, our approach is to help individuals realize their potential by mentoring and imparting skills. IMS Proschool also empowers its students with Institutional tie-ups with ACCA, CIMA, CFA. Being associated with Government Ministries like NSDC, Ministry of Rural Development and Ministry of Minority Affairs gives an edge to our skill development courses as well.

Course Description

Analytics is the systematic computational analysis of data or statistics. It is used for the discovery, interpretation, and communication of meaningful patterns in data. It also entails applying data patterns toward effective decision-making. It can be valuable in areas rich with recorded information; analytics relies on the simultaneous application of statistics, computer programming, and operations research to quantify performance. Organizations may apply analytics to business data to describe, predict, and improve business performance. Specifically, areas within analytics include descriptive analytics, diagnostic analytics, predictive analytics, prescriptive analytics, and cognitive analytics. Analytics may apply to a variety of fields such as marketing, management, finance, online systems, information security, and software services.



Maharaja Agrasen Technical Education Society (MATES), Delhi



Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
Chancellor, Maharaja Agrasen University, Baddi, HP

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	Prof. (Dr.) S. S. Deswal- Dean (Academics)	Sh. Suresh Gupta Project Director	Sh. J R Mani Tripathi -CFO

DATA ANALYTICS 4.0 GOVERNING BODY

PROF. (DR.) RAJNI MALHOTRA DHINGRA
Director, MAIMS

PROF. (DR.) PRAVEEN KUMAR GUPTA
Head, Department of Law

PROF. (DR.) MANJU GUPTA
Head, Department of Commerce

PROF. (DR.) VINITA GUPTA
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DR. GAURAV AGGARWAL
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MS. SARITA BANSAL GARG
Coordinator IQAC, MAIMS

ORGANISING TEAM

DR. MANOJ VERMA
Head, Department of Business Administration,
Program Head

DR. BHARTI CHAUDHARY
Associate Professor
Convenor

DR. SHILPEE AGGARWAL
Associate Professor
Co-Convenor

BACK-END SUPPORT : ALL FACULTY & STAFF, DEPTT. OF BUSINESS ADMINISTRATION, MAIMS

ABOUT THE DATA ANALYTICS & , TABLEAU

The students will learn basics of data analytics and 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 has been used to conduct various statistical tests and make an inference about the data. The knowledge of Tableau for data analytics have enabled many undergraduate students from accredited institutions around the world with critical data skills. As data literacy increases in importance, learning analytics with Tableau will help students stand out professionally, driving faster insights and informed decisions in their work. Certified Tableau professionals have an edge over others in terms of getting hired by top MNCs for various roles, such as Visual Analyst, Data Scientist, Business Analyst, Certified Tableau Analyst, and more.

PURPOSE AND OBJECTIVE OF DATA ANALYTICS 4.0

- Introduction of Data Analytics
- Types of Data Analytics
- Business problem solving with excel
- Business statistical techniques
- Data visualization with Tableau & Power BI

Schedule of Data Analytics 4.0

Lec. No.	Topics	Resource Person
1	Introduction to Data Analytics	Alumni
2	Data Analytics: Importance & overview	Alumni
3	Types of Data Analytics	Ms. Sanam Sharma
4	Descriptive Analytics	Dr. Charu Mohla
5	Predictive Analytics	Ms. Shruti Yadav
6	Data Analytics Benefits: Decision-making	Dr. Monica Sharma
7	Data cleaning & preparation in Excel	Ms. Meenakshi Gupta
8	Use of Graphs – trend lines, Histogram, multiple axis graph in Excel	Dr. Sumedha Dutta
9	Analyzing data with Pivot Table (Excel)	Ms. Neetu
10	Data Validation	Dr. Sushila Gupta
11	Vlookup & Hlook up	Ms. Rashi Aggarwal
12	Advance Excel Function	Dr. Deepak Dagar
13	Frequency distribution	Dr. Usha Nair
14	Different Types of data, Frequency Distributions	Mr. Rohan Saini
15	Business application of statistics	Mr. Rohan Saini
16	Population and Sampling	Mr. Rohan Saini
17	Probability- Basic and Conditional	Mr. Rohan Saini
18	Probability Distributions (Continuous probability distribution)	Mr. Rohan Saini
19	Understanding Hypothesis Testing	Mr. Rohan Saini
20	Hypothesis Tests with Z -test	Mr. Rohan Saini
21	Introduction to Tableau	Mr. Rohan Saini
22	Extraction data into Tableau	Mr. Rohan Saini
23	Data Preparation, connecting with data, dimensions & measures.	Mr. Rohan Saini
24	Types of Visualization in Tableau	Mr. Rohan Saini
25	Visual Analytics, Tableau Bin, Gio Map, LOD	Mr. Rohan Saini
26	Creating Views, Working with charts, and Exporting Visualizations in Tableau	Mr. Rohan Saini
27	Dashboard	Mr. Rohan Saini
28	Story Teller	Mr. Rohan Saini
	Projects	

**Hands on experience on basics of projects.*

**Participants must make arrangements for their own pcs/laptops with good internet connectivity.*

Requirements for the issue of certificates

- 80% or more attendance
- Submission of solutions/answers of all assignments
- Submission of weekly feedbacks
- Project submission

Days: Tuesday, Thursday

Time: 3PM - 4:30PM

Day: Saturday

Time: 7PM - 8:30PM

Duration: 45 Hours

WHO SHOULD ATTEND?

- Undergraduate students (All streams)
- Faculty Members and Teachers of Universities/ Colleges Research Scholars / Ph.D. Scholars
- Post Graduate Students

REGISTRATION DETAILS

REGISTRATION FEES – Rs 2000/-

LAST DATE FOR REGISTRATION – 22nd September, 2023

PAYMENT DETAILS

Mode of payment Through Paytm

Paytm Number : 9818716512

Certificate of Participation will be given to all the Registered participants (only After filing the Feedback Form) subject to fulfilling the attendance criteria.

For further queries contact:

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