



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES
(A unit of Maharaja Agrasen Technical Education Society)
Affiliated to GGSIP University; Recognized u/s 2(f) of UGC Recognized by
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Department of Business Administration

REPORT

Skill Enhancement Certificate Course

on

“Business Analytics '23 using Excel & Tableau”

Academic Year 2023-24

Theme: Business Analytics '23 using Excel & Tableau Course

Organizing Unit: Department of Business Administration & of IMS PROSCHOOL

Head of the Institution: Prof. (Dr.) Rajni Malhotra Dhingra

Head of the Department: Dr. Manoj Verma

Students Beneficiary: 200

Convener: Dr. Bharti Chaudhary, Dr. Shilpee Aggarwal

Date of the Event: October 17, 2023- November 26, 2023

Days: Monday, Wednesday & Friday for first batch

Tuesday, Thursday & Saturday for second batch

Time: 3PM - 4:30PM & 7PM - 8:30PM

Duration: 31.5 Hours

Resource Persons: Dr. Anitha G., Dr. Tanu Aggarwal, Ms. Shruti Yadav, Dr. Monica Sharma, Dr. Sumedha Dutta, Ms. Meenakshi Gupta, Ms. Neetu Aggarwal, Ms. Rashi Aggarwal, Dr. Sushila Gupta, Mr. Rohan Saini

Objectives of the Skill Enhancement Certificate Course

- Understanding how to manage datasets: Learn how to explore and manage large datasets generated and used in the modern world.
- Understanding approaches of data Integrity: Study approaches used to store, retrieve, and manage data in the real world, query techniques, data integrity, and quality.

- Visualization Basics: compute summary statistics, check data distributions, conduct basic data cleaning and transformation, and plot simple visualizations.
- Understanding Role of Data Analysts: Data analysts typically analyze raw data for insights and trends. They use various tools and techniques to help organizations make decisions and success.

Report

Maharaja Agrasen Institute of Management Studies, Department of Business of Administration in collaboration of IMS PROSCHOOL under the aegis of IQAC started a Skill Enhancement Certificate Course “Business Analytics '23 using Excel & Tableau”. The course was started for the undergraduate students of MAIMS and other institutes. Registration for the same began on 20th July 2023 and classes started from 6th October 2023 and ended on 26th November 2023. With 21 sessions of 1.5 hours each, the course was 31.5 hours duration in total. A total 200 students participated in the course divided in two batches.

The course aimed to help students in understanding the basics, ideas, and ways to work on data Visualization. This ideation was to make students understand the use of this tool and how it helps in the modern world. This workshop helped in increasing the knowledge data modeling and data analysis and how important it is for the analysts to work of data using these visualization tools.

The certificate course was headed by Dr. Manoj Verma, Head, Department of Business Administration. The course was convened by Dr. Bharti Chaudhary, Associate Professor, Department of Business Administration and Dr. Shilpee Aggarwal, Associate Professor, Department of Business Administration. Nine Internal faculty members namely Dr. Anitha G., Dr. Tanu Aggarwal, Ms. Shruti Yadav, Dr. Monica Sharma, Dr. Sumedha Dutta, Ms. Meenakshi Gupta, Ms. Neetu Aggarwal, Ms. Rashi Aggarwal, Dr. Sushila Gupta acted as the resource person for the course covering various topics of research as per their expertise. Mr. Rohan Saini, Technical Expert, IMS Preschool also took 10 sessions. Google meet was the online platform chosen for the conduct of classes. In total 200 students registered for the course in two batches. All students successfully completed the course. At the end of every topic, students were required to fill a feedback form. The participants were evaluated based on their participation in a multiple-choice question quiz and projects assigned to them at the end of the course. Criteria of certification is threefold i.e., Attendance, Feedback form and multiple-choice question quiz and projects.

The credit for this initiative goes to Dr. Manoj Verma, Chief Coordinator of the Programme and Head, of the Department of Business Administration who worked under the able guidance of Prof. (Dr.) Rajni Malhotra Dhingra, Director, MAIMS. Their constant support and encouragement helped in the successful accomplishment of this course.

The valedictory session for the value-added course was conducted on March 27, 2023. Certificates were distributed to all the 200 students who were able to qualify for the Value-Added Course and to all the resource persons.

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 using Excel & Tableau. Analytics talent demand is much more than the available skilled supply. The students would be able to become employable in this fast-growing new age field by demonstrating the skills learnt through this course.

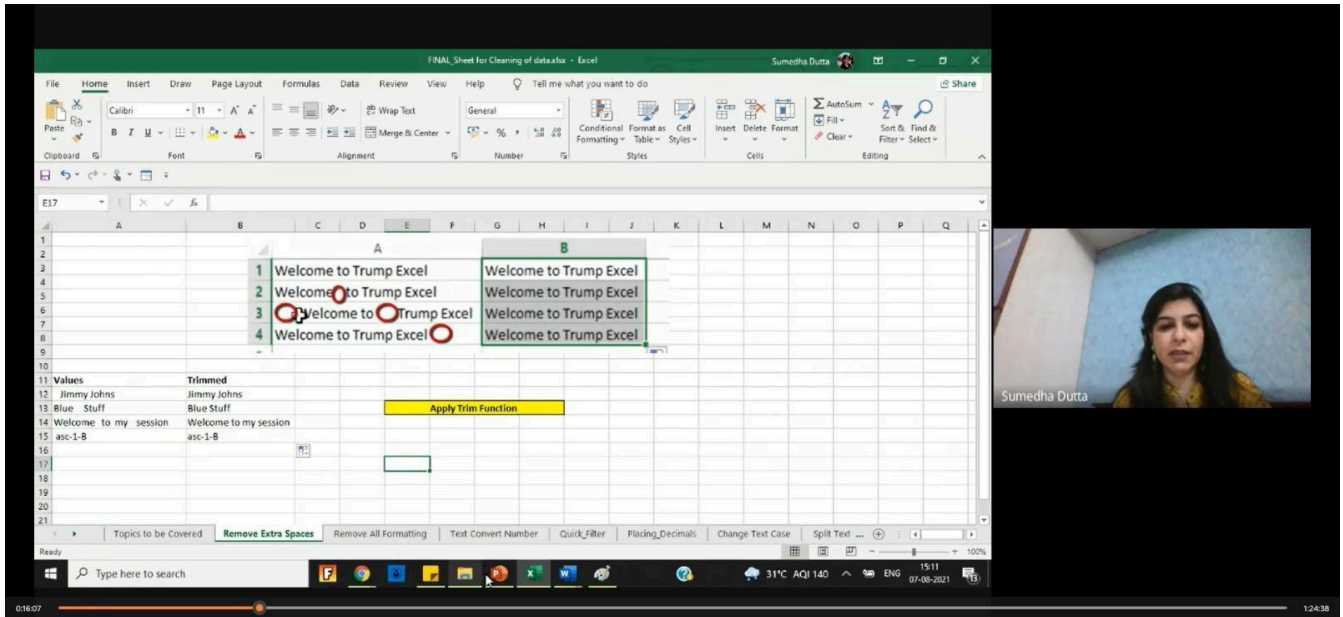
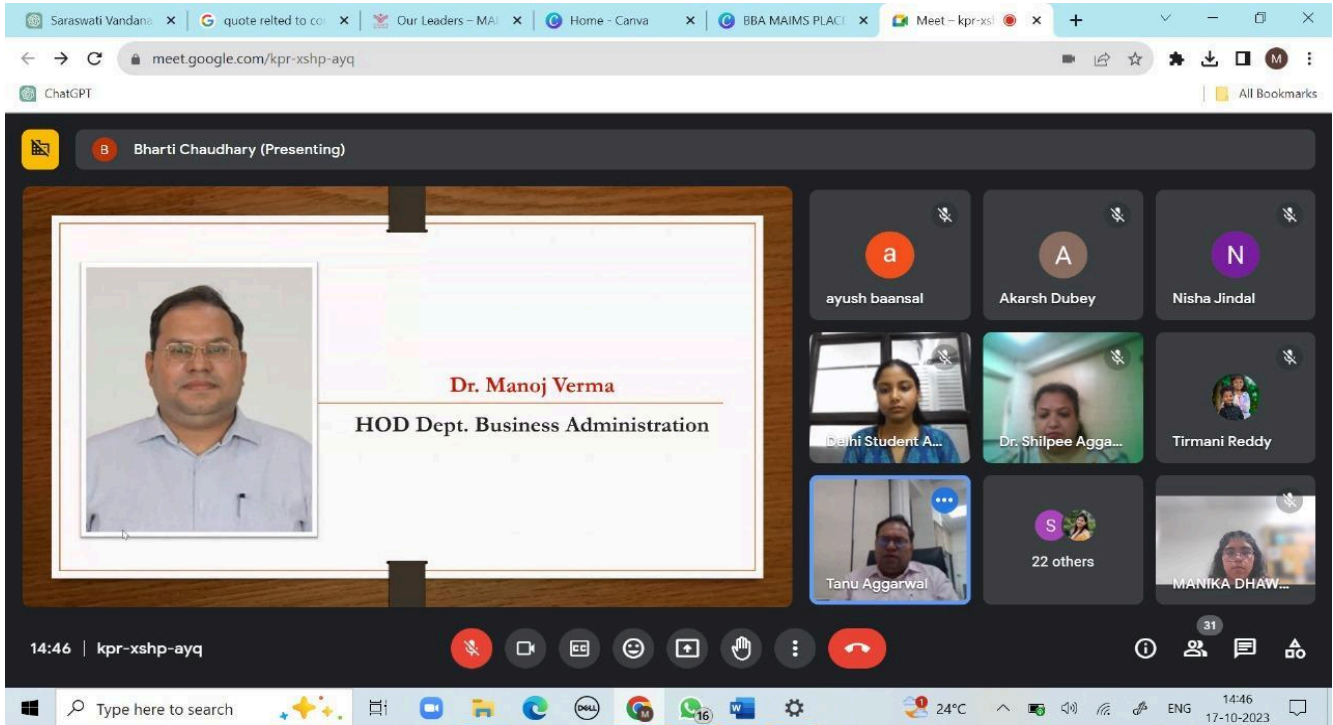
Excel & Tableau had been used to conduct various statistical tests and make an inference about the data. Specifically, the course covered in-depth lessons for advanced excel commands, formulas, charts/plots followed by descriptive analysis, parametric & nonparametric tests, correlation, regression, normality,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

Learning Outcome

Such courses provide expert guidance to students & help them in building their resumes.

- It gives them an edge over others when it comes to working in the corporate world.
- It helps the students in acquainting themselves with the fundamentals of research using Excel & Tableau .

Glimpse of the event:



MIAMS BA Weekday - Shared screen with speaker view

The screenshot displays a video player interface showing a shared screen of an Excel spreadsheet. The spreadsheet content is as follows:

	A	B	C	D	E	F	G	H
1	Pivot Tables in Excel							
2								
3	Introduction to Pivot Tables							
4	Definition: Pivot tables are powerful tools in Excel for data analysis and summarization.							
5	Purpose: Simplify complex data sets into manageable insights.							
6								
7								
8	Advantages of Pivot Tables							
9	Simplicity: Easily summarize and analyze large datasets.							
10	Flexibility: Filter and sort data.							
11	Speed: Faster than traditional methods.							
12								
13	Creating a Pivot Table							
14	Step 1: Select the data range.							
15	Step 2: Go to the "Insert" tab.							

The video player interface at the bottom shows a progress bar at 00:08:09 / 00:56:52, a volume icon, and a speed control button.