



Analytics Overview

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What is Analytics?

- **Also known as "business analytics" or "data analysis"**
- **Refers to the software and methods that organizations use to understand data**
- **Organizations generate and collect large amounts of data in many forms**
 - For example: text, statistical data, qualitative data, big data and from many internal and external sources including social media.



Growth of Analytics Industry

Analytics market reach 25 billion by 2015E

- *NASSCOM said in Big Data and Analytics Summit*

The Sexiest Job of the 21st Century

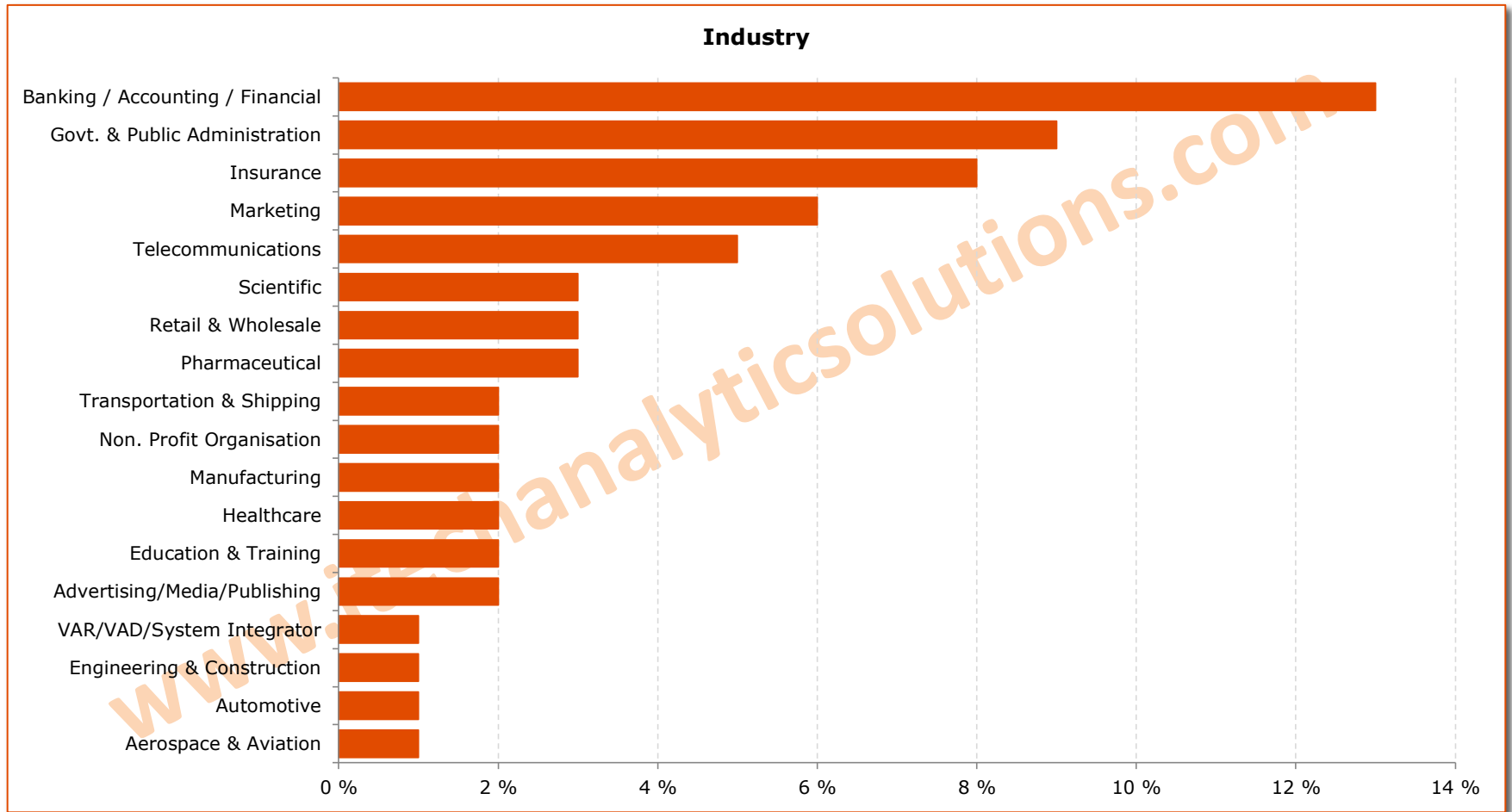
- *Harvard Business Review*

**Institutionalisation of Analytics in India:
Big Opportunity, Big Outcome**

- *Nasscom also launched a report in partnership with
Blueocean Market Intelligence*

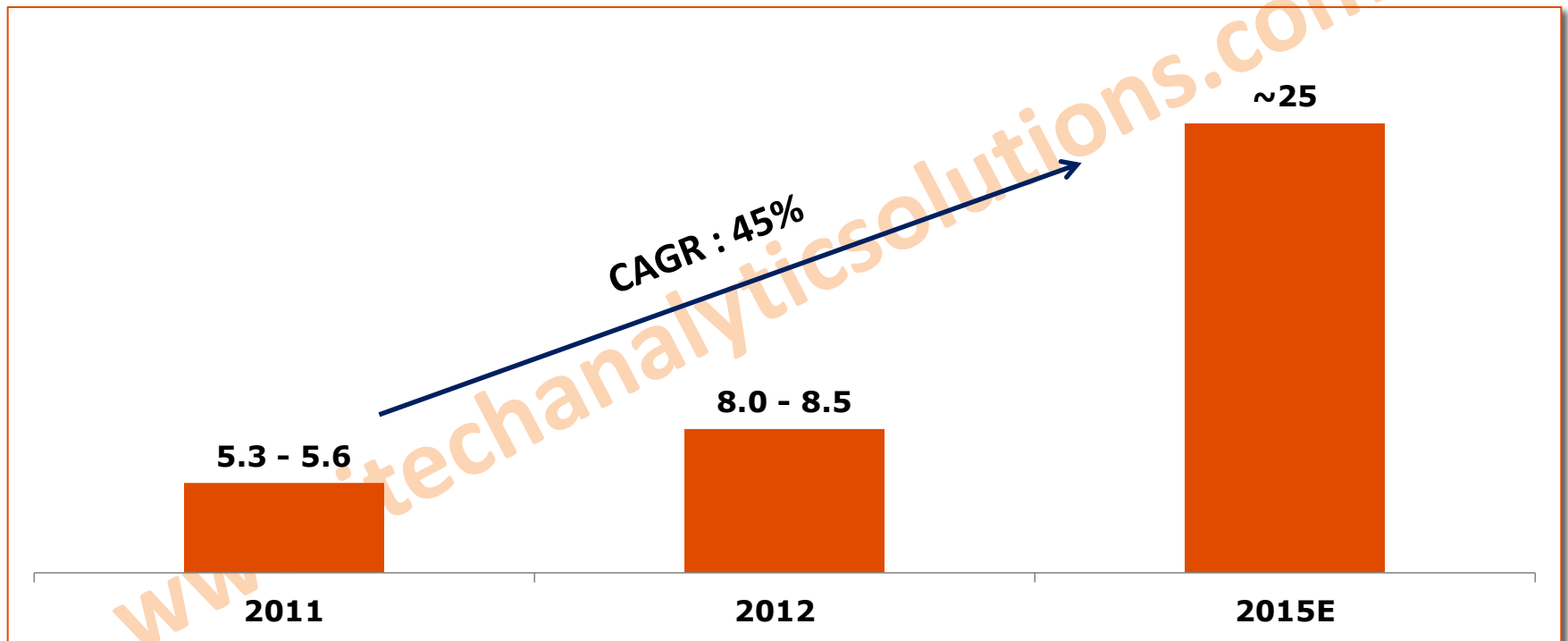


Growth of Analytic Industry



Growth of Analytic Industry

Global Analytics Market Opportunity (USD Billion)

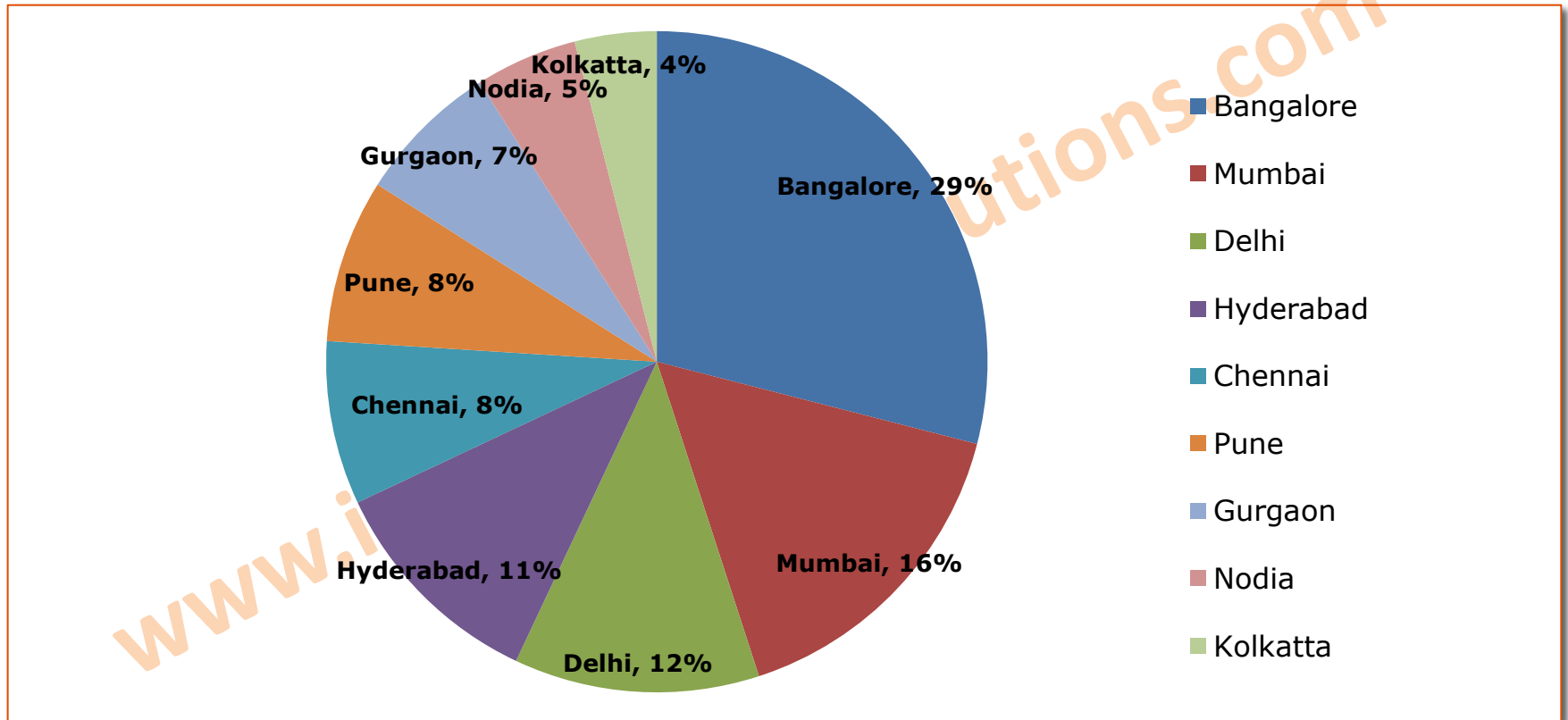


Source : Industry Reporting; CRSIL GR&A Analysis



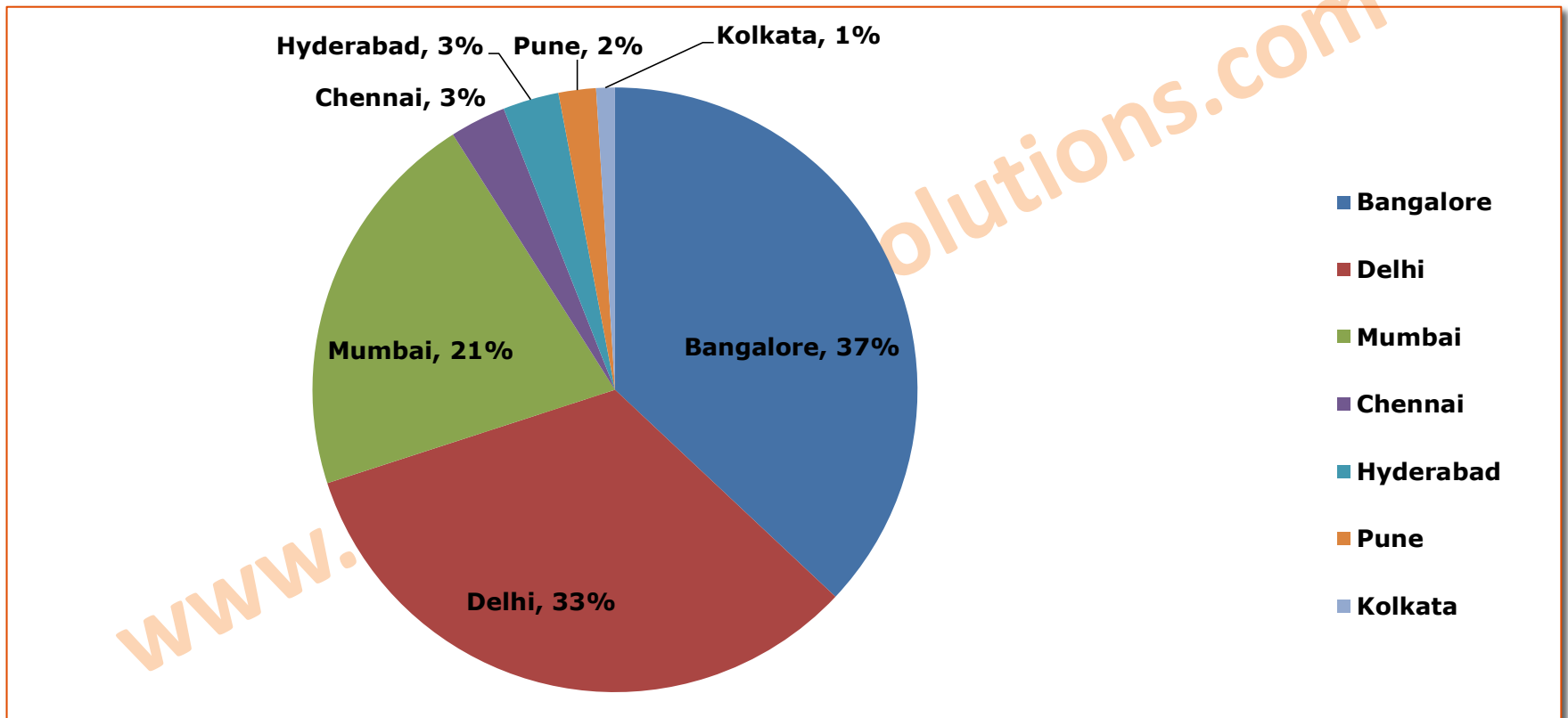
Growth of Analytic Industry

Analytic Companies in India – By City (in %)



Growth of Analytic Industry

Analytic Jobs in India – By City (in %)



Where Analytics is applied?

Healthcare &
Pharmaceuticals



Technology



Media & Telecom Social Networking



Human
Resources



Insurance



Banking &
Financial Services



Retail & Consumer



Manufacturing



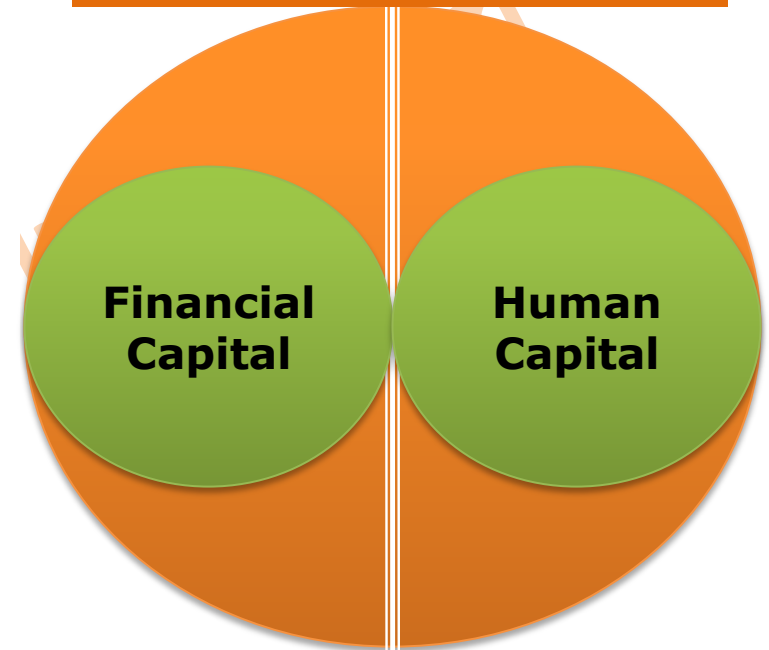
HR Analytics

HUMAN CAPITAL ANALYTICS

The High Potential Factor that determines Your Company's Performance, Profitability and Human Capital Investment



SUCCESSFUL BUSINESS



Human Capital Analytics



- Improve overall performance of the company by providing HR analytical solutions to the people related business problems
- The power of workforce analytics as a core driver of an organization's success
- High Reliability – Decisions supported by data are more effective vs traditional
- Shift in the trend for HR Analytics – from 'Nice to Have' to 'Must to Have'
- An unexplored world - New Concept in the market



The Opportunity

Need for change in HR Information Management:

- Raising need for a fool proof solution for challenges around Human Capital Management
- Companies call for solutions, for Attrition, Improving employee performance, Nurturing the Top Talent and Improving Quality of Hires, related issues for a sustainable growth in the industry
- While the large scale companies can afford to build this capability in-house, small and middle sized companies are still on a lookout for a cost effective solution



Opportunity

Company Profiles - IITE



- **Distance Education**
- **Foreign Languages**
- **IBPS/KAS/Banking Exams**
- **Educational Consultants**



Education with Analytics

iITAS
quality.knowledge.commitment

Education with Analytics

INTERNATIONAL INSTITUTE OF TECHNICAL EDUCATION
EDUCATION REVOLUTION

MBA MCA BE BCom BSc BCA



Company Profiles – Hi5



- **Business Communications**
- **Soft Skills**
- **Personality Development**
- **Technical Writings**
- **Spoken English**
- **Interview Skills**
- **Presentation Skills**



Company Profiles - iTAS



- **Bangalore's No. 3* Analytic Training Institute**
- **Trained 500+ Candidates from 125+ Companies in just 2+ Years**
- **5 Branches along with Hi5 & IITE in short period**
- **Shortly Branches in Mysore, Tumkur, Hassan**

* Rated by Thinkvidya.com





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SAS



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Dashboards**



**KPI
Dashboards**



**Data
Analysis**

Advantages of Joining iTAS

Classes are conducted by
Real Time Consultants
in the Analytics Industry



Placements in iTAS

- **Direct Reference to the Companies**
- **Placement Assistance**
- **Placement Opportunities**
- **Resume Building**
- **Career Counseling**



Questions



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