BUSINESS ANALYTICS USING R

BUSINESS CHALLENGES

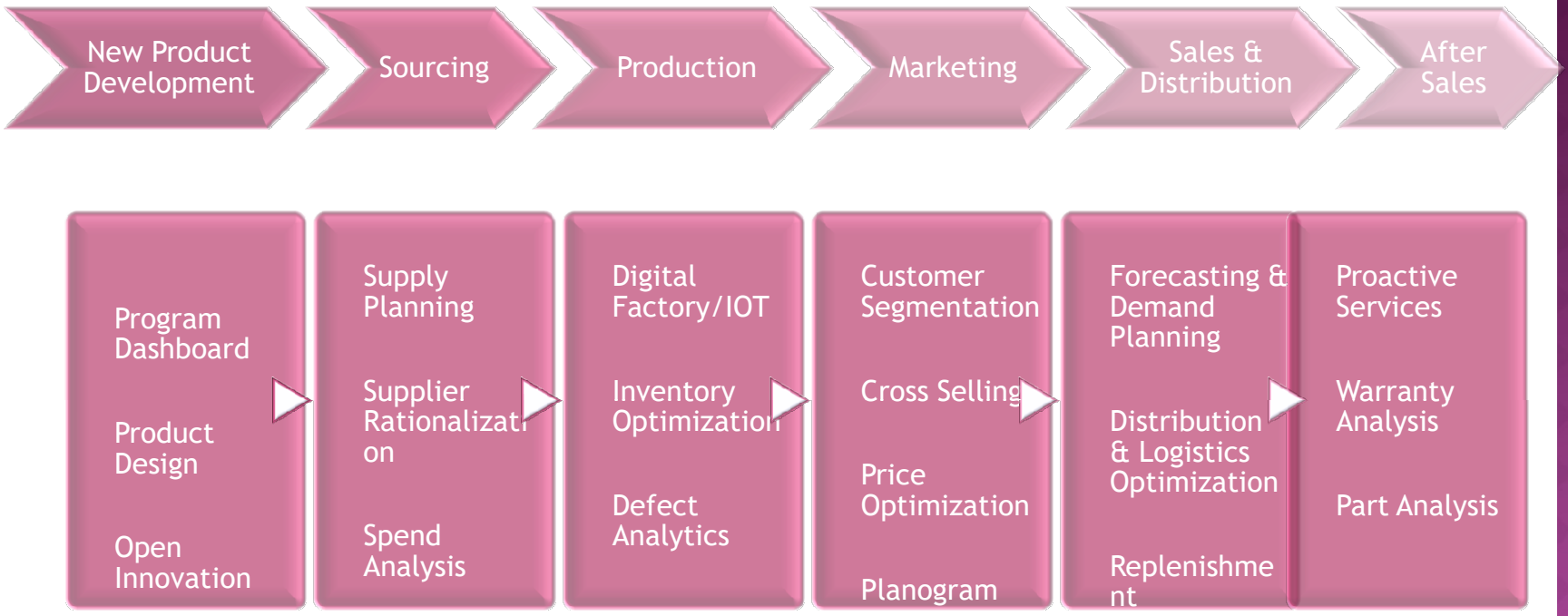
OPPORTUNITY AREAS IN BUSINESS

- Supply chain optimisation
- Failure / Reliability Analysis
- Critical Product Analysis
- Up-Selling Opportunities
- Obsolescence reduction
- Competitive Pricing Insights
- Customer Insights
- Capacity utilization
- Prediction, diagnosis and prescription

ABOUT ANALYTICS

- In the today's complex world when speed, accuracy, cost, quality and performance are driving the business, you need a powerful tool to convert data into meaningful insights that assists in driving value through entire supply chain. Analytics is about understanding the business scenario's and provide the solution to it by using statistical and technology tools.

ANALYTICS ACROSS VALUE CHAIN



BENEFITS OF BUSINESS ANALYTICS

- Create more scalable business model to enable organic as well as inorganic growth
- Opportunity to create enterprise wide business transformation program to improve business efficiency and effectiveness
- Create Intelligent system to improve top line and bottom-line of the organisation
- Provide a tool for business managers for decision making
- Create a competitive advantage for business

WHAT WILL YOU LEARN IN THIS COURSE

- Contemporary Business cases
- Building blocks of Intelligent System
- Approach towards solving business problem using analytics
- Cross Industry Standard Practice for Data Mining (CRISP-DM)
- Statistical & data mining tools
- Hands on analytical tools
- Project
- Extended support for 15 days after completion of course

PEDAGOGY

- Teaching through business cases
- Group discussions & presentations
- Assignments and class tests
- Simulations and lab exercises
- Projects
- Final evaluation

MODULES

Module 1	**Business Analytics foundation**	Duration
	Overview, Strategy & Planning, Business Analytics drivers	1 hours
	Operationals Data Store, Dimensional Modelling, Datawarehouse, Data Marts	2 hours
	Analytics Across value chain	1 hours
	Case study - Building blocks of Business Intelligent System	2 hours
Module 2	**Business Analytics canvas**	
	Statistical methods for problem solving	3 hours
	Business Analytics - Data Identification, Data deduction, Data Mining algorithm	1 hours
	Business Analytics case study - Descriptive analytics	1 hours
	Business Analytics case study - Predective analytics	1 hours
Module 3	**Business Analytics case study**	
	Customer analytics	3 hours
	Supply chain analytics	3 hours
Module 4	**Business Analytics - Lab sessions**	
	Hands on Tools	3 hours
	Project	3 hours

WHO SHOULD ATTEND

- Professionals working in Analytics, and those with an analytical aptitude wanting to start a career in analytics
- Middle to Senior Managers, with a minimum of 8-10 years of experience, from sectors like Marketing, Operations, Supply Chain Management, Finance, and General Management from various industries
- Academicians who want to pursue their career in Analytics

Thank You