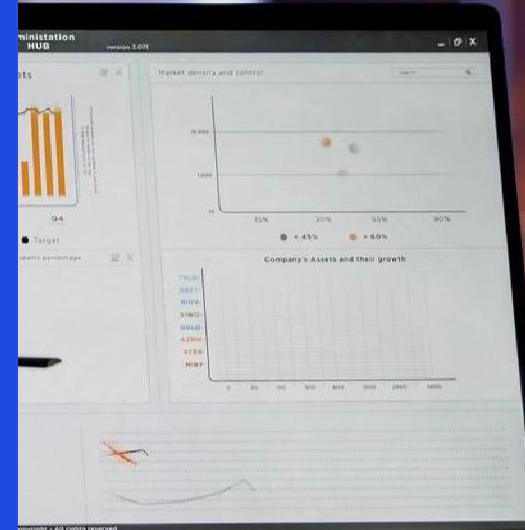




Business Analytics and Business Intelligence Certification

May 2024





Content

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- 02 Course Content

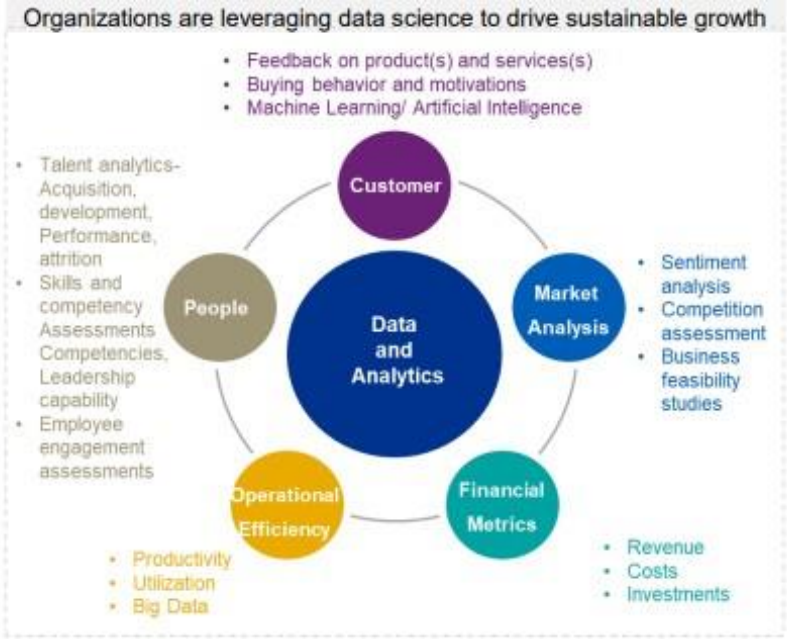
01

Overview: KPMG Data Science Academy

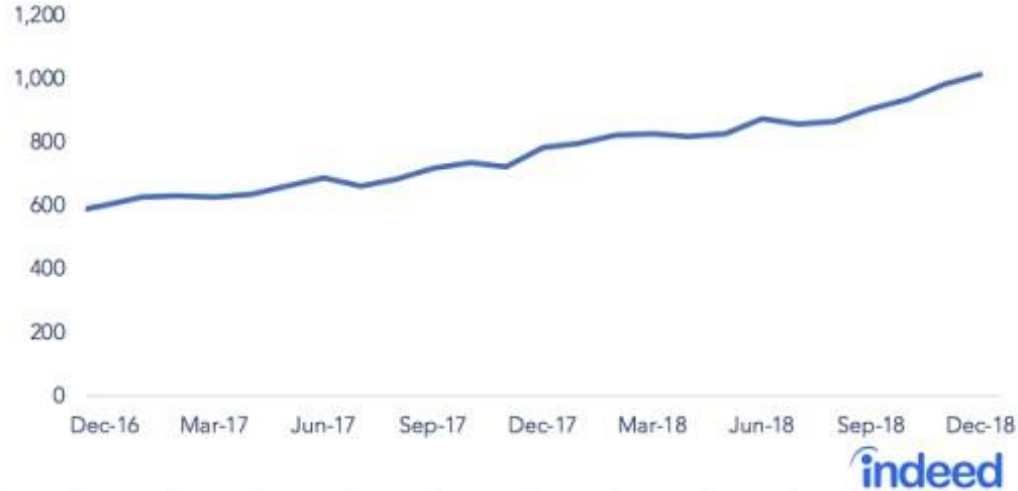


The Data Science Talent Supply Gap

The demand and interest for data science is growing on an ever-increasing pace, but there is a gap between talent demand and availability



Data scientists are in high demand
Data scientist job postings, per 1 million postings on Indeed



2018 report from Indeed, one of the top job sites, showed:

- **29% YoY increase** in demand for data scientists, and **344% increase since 2013**—a dramatic upswing.
- While demand continues to rise sharply, searches by job seekers skilled in data science grew at a slower pace (14%)

Introducing the Data Science Academy from KPMG

The Data Science Academy from KPMG is a structured approach to building capability based on a standard competency model for data science practitioners



Covers all data science roles/ users:
It is designed for all roles – technical, business and leadership and covers all levels of proficiency.



Competency Based Curriculum:
The curriculum is based on a standard competency model for data science professionals addressing various proficiency levels.



Practitioner Oriented:
The programs are run experts from KPMG data science practice, who have immense experience in data science consulting assignments, providing practical insights.



Multi-modal Delivery:
The curriculum is delivered via virtual/ online as well as in-person classroom sessions, and also provide reading materials, assessments, and access to labs.



Continued Coaching and Mentorship:
It doesn't ends at the bootcamps/ classes. The access to experts continues via mentorship/ project coaching.



Customized for context and need:
A thorough analysis is conducted to assess the learning gap between current and required skills, delivery modes, content, etc. and a customized learning plan is prepared

02

Course Content



Business Analytics and Business Intelligence Certification-40 Hrs.

Topics

Modules

Python for BA - 5 Hrs

- ✓ Introduction to Python,
- ✓ Data Types in Python,
- ✓ Data Manipulation using Pandas,
- ✓ Introduction to Mathematical Computation

Introduction to BA – 2 Hrs

- ✓ Introduction to Data Analytics
- ✓ Types of Analytics and industry used cases
- ✓ Standard process and algorithms involved in Analytics for Business

Understanding Regression Models - 6 Hrs

- ✓ Types of data - which data requires regression analysis
- ✓ Understanding the concepts of Linear Regression
- ✓ Performing regression, and understanding the EDA parameters
- ✓ Univariate and Multivariate linear regression - Case Study
- ✓ Regression vs Classification

Business Analytics and Business Intelligence Certification-40 Hrs.

Topics

Modules

Logistic Regression and Classification Models - 6 Hrs

- ✓ Understanding the requirement of Logistic Regression
- ✓ Performing Logistic Regression and understanding error analysis
- ✓ Basics of classification models – types and differences
- ✓ Performing classification models – Case Study
- ✓ Evaluation metrics for classification and confusion matrix

Time Series Analysis and Forecasting – 8 Hrs

- ✓ Introduction to Time Series Analysis - What makes a data Time series data
- ✓ Components - Trends, Seasons and Cycles
- ✓ Basic Forecasting Techniques - Moving Average, Naïve Bayes with error analysis
- ✓ Monte Carlo Simulation, Exponential smoothing with examples
- ✓ ARIMA forecasting - Case Study

Data Visualization - 8 Hrs

- ✓ Introduction and Importance of Data Visualization, Introduction to Tableau Interface
- ✓ Connecting data sources in Tableau,
- ✓ Types of charts in visualization, Basic and advanced filters in Tableau
- ✓ Parameters, sets and groups in Tableau, Data joins and Data blending,
- ✓ Creating calculated fields, Dashboard Creation in Tableau, Story cards in Tableau

Project and Assessment Format For Certification

Project

- a) A hands-on project will be given to students once their live session and assessment is over.
- b) Project will be open for 5 days, the dates would be discussed and confirmed by KPMG and MITSDE.
- c) Project submission needs to be done in the format recommended by KPMG SME post the session.
- d) The participant will have only **one attempt to submit the project** within the specified duration.
- e) Project score will have a significant role in final qualification for certification.
- f) Total score 100 , Min Score for Qualification :65%

Final Assessment

Assessment pattern: For each batch below assessment pattern will be followed		
Exam	Duration	Exam Type
Section 1	1 Hours	Hands on based MCQ
Section 2	1 Hours	3 Hands on questions
Total Score: 100, Min Score for Qualification : 65%		

- ✓ Participants will have access to KPMG LMS consisting of reading materials, Demo videos and Concept videos.
- ✓ If a student fails to clear the assessment, one retake will be allowed free of cost. However, subsequent retakes subjected to a maximum of three, will be charged at INR 1000 per student per course.
- ✓ Participant needs to qualify for both Project and final assessment to get the certificate of completion.



EXPERT GLOBAL MINDSET FORWARD THINKING VALUE ADDING PASSIONATE

KPMG Values

- We lead by example
- We work together
- We respect the individual
- We seek the facts and provide insight
- We are open and honest in our communication
- We are committed to our communities
- Above all, we act with integrity