

# DATA ANALYTICS FOR MANAGERS

## Certification Programme

KPMG in India  
&

Adani Institute of Infrastructure Management

22-23-24 October, 2019



## Why Is This Required?

In this digital age, the scope of analytics as a career has grown immensely. This is evident from the increase in jobs for professionals with a qualification in data analytics and it is also estimated that in the next few years, the size of the analytics market may evolve rapidly in global scenario. It is quite probable that there might soon be an acute shortage of skilled data analytics professionals to cater the growing demand in the industry.

An understanding and effective leveraging of data analytics is imperative for leaders in organisations as reported in KPMG International's Global CEO Outlook 2017. The report ranked the optimal use of data analytics and predictive technologies as the fourth chief technology challenge over the next three years.

To meet the inevitable demand for skilled and equipped business analytics professionals, KPMG in India and Adani Institute of Infrastructure Management have joined hands to offer a 3 day programme on Data Analytics, to give participants hands-on exposure to powerful, tools used to analyse data and to familiarise participants with practical, real-world data analysis.

## Certificate In Data Analytics

The course aims to provide hands-on experience of data exploration and data modelling techniques using **Microsoft Excel & Tableau**. The course content seeks to enhance participants' understanding, interpreting and analysing of the underlying patterns of data using statistical, analytical and probabilistic techniques. The course designed in such a way that it helps participants from various backgrounds to understand the tools and techniques used in analytics.

## Course Value Proposition

- Solving focused business problems, that are strategic in nature.
- Programme content and pedagogy is designed keeping both managers and leaders in mind, to orient them towards data analytics.
- Designed and taught by a team of data experts from KPMG in India and experienced faculty from AIIM.
- Carefully-crafted approach to provide participants with a thorough understanding of business cases in the organizational context.
- Use of case studies that span across functions of an organization, to give a holistic overview of Data Analytics.

## Pedagogy

The course follows a completely hands-on approach. Sessions cover aspects of theory, case studies, assignments and other activities.

## Ideal Participants

Participants from any background with at least 3-5 years of work experience and who are keen to build a competency in data analytics; by understanding the tools and techniques used in it.

## Faculty Details

The faculty for the programme shall be data experts from KPMG in India and experienced faculty from Adani Institute of Infrastructure Management.

## Course Evaluation

All participants will be required to clear the assignments and assessment (at the end of day three), to receive the **certificate of merit** citing successful completion of the course.

## Course Modules

### Module 1: Introduction to Business Analytics

Importance of Data in Business Analytics  
Big Data  
Business Analysis Process  
Data Exploration and Analytics

### Module 2: Data Quality and Basics of Statistics

Data Collection  
Data Types  
Basics of Statistics  
Data Visualization

### Module 3: Data Visualization

Data Exploration & Analysis  
Data Visualization  
Histogram  
Box Plot

### Module 4: Descriptive Analysis

Population & Sampling  
Sampling Techniques  
Measurement System Analysis  
Gage R&R and Attribute Agreement Analysis  
Process Stability & Capability

### Module 5: Predictive Analysis

Hypothesis Testing  
Correlation  
Regression  
Statistical Process Control  
Root Cause Analysis

### Module 6: Hands on Applications

Time Series Analysis  
Forecasting  
Applications of predictive analytics

#### Data Sets to be used

Port & Logistics: Traffic Handled (Commodity Wise)  
Real Estate: Real Estate Price Prediction  
Coal Industry: Coal Mine Productivity  
Gas Consumption: Consumption Monitoring  
Talent Management: Talent Analysis, Validating  
High Performance  
Stock Market and Mutual Funds



## Please Note

- Participants shall be awarded a **"Certificate of Merit" by KPMG in India and AIIM,** only after successful completion of the assignments and assessments.
- The fee is inclusive of tuition fee, program material, meals and refreshments for all days.
- Since available seats are limited, registration for the programme is on a first come, first serve basis. Applicants are advised to apply well in time.
- Programme fees is non-refundable once the programme has commenced.
- For unforeseen reasons, Adani Institute of Management reserves the right to cancel the programme at its absolute discretion, without any liability.
- Payment for the programme can be made through NEFT, Draft, Cheque Credit Card and Paytm.

## Programme Fees

Per Participant (External Applicants)	Rs. 27,500/- (plus applicable taxes)
Per Participant (Adani Employees)	Rs. 24,000/- (plus applicable taxes)
Group Discount (3 to 5 participants)	Rs. 20,000/- (plus applicable taxes)
Group Discount (5 or more participants)	Rs. 18,000/- (plus applicable taxes)

## Bank Details

Name of the Bank	<b>AXIS Bank Ltd.</b>
Name of the Branch	Shantigram Township Branch, Gandhinagar
IFSC / NEFT Code	UTIB0003414
Name of the Account to which the amount is to be credited.	Adani Institute of Infrastructure Management
Account Type	Current
Account No.	918020066887625
Purpose of Remittance (description)	Programme Fee for Data Analytics for Managers

## To Apply

Individual Applicants / Corporate nominated applicants may send in their nominations to [mdp@aiim.ac.in](mailto:mdp@aiim.ac.in) along with a proof of remittance of fee.

### For any help or assistance please contact:

Mr. Keshav Bhatia, Head-Executive Education  
Adani Institute of Infrastructure Management  
Mobile No: +91-9898141576  
Email id: [keshav.bhatia@aiim.ac.in](mailto:keshav.bhatia@aiim.ac.in)

Alternatively, you may also call Mr. Tinoo Ubale  
Mobile No: +91-9909929650

MDP Office, 1st Floor, AIIM Building, Adani Shantigram, S.G. Highway, Ahmedabad 382421, Gujarat, India



### **All About**

The Adani Institute of Infrastructure (All) is a self-financed institution promoted by the Adani Group under AIER to enhance the cause of much-needed infrastructure in India. All is engaged in building a world-class institute for infrastructure education to generate and disseminate managerial and technological knowledge of the highest value through impactful industry engagement and multidisciplinary research. All has two divisions namely Adani Institute of Infrastructure Management (AIIM) and Adani Institute of Infrastructure Engineering (AIIE).

### **About AIIM**

Established in 2009, AIIM has been at the forefront of infrastructure management education in a specialized and scientific manner, with its synthesis of research, education, and consulting. AIIM's success is built on an interdisciplinary approach by bringing a systems perspective to grand challenges in areas such as infrastructure management, energy, health care, education, and allied sectors. AIIM offers AICTE approved, 2-year full-time programmes: PGDM (Infrastructure Management) and PGDM (Law).

### **Executive Education - AIIM**

Practicing managers need to constantly upgrade their cross-functional skills, strategic vision and management expertise, while continuing to work. A wide spectrum of programmes and are offered under the banner of executive education.

#### Executive Programme in Management:

Sessions delivered by KPMG Instructors, visiting faculty from industry & academia.

Case based pedagogy, with extensive use of business simulations.

Hands-on project work.

12 month, capsulated programme in General Management with electives.

Rigorous residential programme.

#### Open MDPs

calendar of MDPs, across the spectrum of Management Domain.

Both corporate nominated and self-nominated individuals are allowed to apply.

Certification as well as Certificate based programmes.

#### Customised In Company Programmes:

Programmes with tailor made modules, to meet specific business requirements.

#### Consultancy Projects & Research Support (Case Writing / White Papers)

A few upcoming MDPs:

Strategic Decision Making - A Business Simulation Workshop

Finance for Non-Finance Executives

Strategic Costing and Management Control Systems

Emerging Leaders Programme

Business Leaders Programme

Mergers & Acquisitions in Action

Notifications for upcoming MDPs are available on the institute website.

Kindly write to [mdp@aiim.ac.in](mailto:mdp@aiim.ac.in) for any clarifications.