Hero VIRED ▶ | Virtual Education

Certificate Program in

Data Analytics

with **3 Assured Interviews***

Microsoft | PL-300: Microsoft Power BI Data Analyst

About the **Program**

This hands-on program is designed to help you break into the field of data analytics with practical experience using industry-relevant tools. You will develop strong analytical thinking, master data visualization techniques, and work on real-world challenges across multiple industries. With exposure to various sectors, you'll learn to interpret trends, create impactful reports, and drive data-driven decisions. By the end of the program, you'll earn a certification, equipping you with the skills and confidence to excel in the data-driven world.
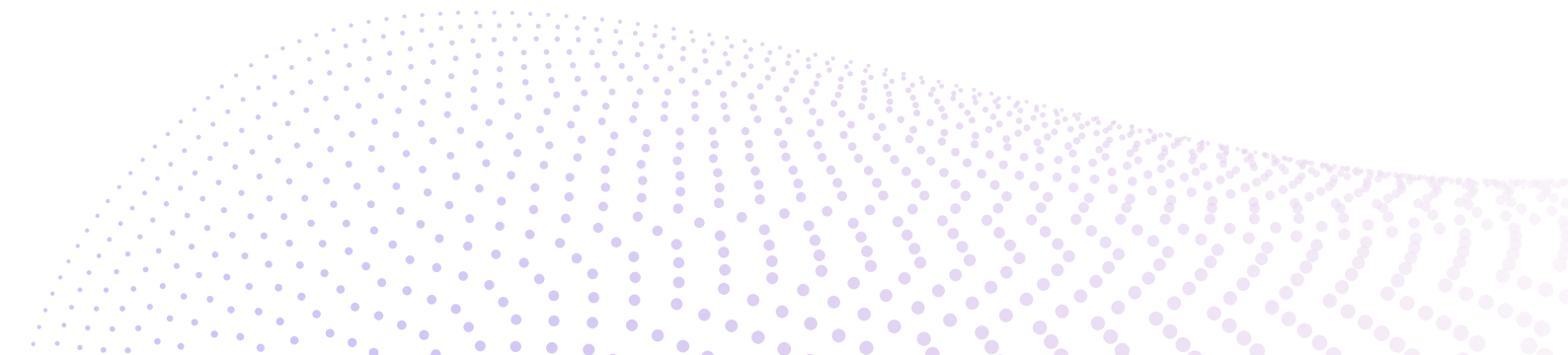
Certificate Program in
Data Analytics

Industries today demand professionals who can analyze data, derive insights, and drive decisions. However, many candidates struggle with the gap between theoretical knowledge and practical application, limiting their ability to secure analytics roles.

This program is designed to bridge that gap by equipping you with hands-on experience using industry-relevant tools such as Excel, SQL, Power BI, Python, Generative AI (GenAI), Numpy, Pandas, Matplotlib. You'll build a strong foundation in analytics while working on real-world projects, developing the skills to interpret data, visualize trends, and make informed business decisions.

Our curriculum offers exposure to challenges across multiple industries, ensuring you gain versatile skills applicable to various sectors. **Through practical learning, you'll cultivate analytical thinking, problem-solving abilities, and adaptability—qualities essential for thriving in today's job market.**

With continuous mentorship, real-world case studies, and Career support, we'll guide you every step of the way to ensure you are job-ready. By the end of the program, **you'll be prepared to take on roles like Data Analyst, Business Analyst, or Marketing Analyst,** equipped with the skills and confidence to make an immediate impact.

With hands-on learning, industry exposure, and a recognized certification, this program is your launchpad to a successful career in analytics.

Program **Highlights**

PL-300: Microsoft Power BI Data Analyst

The program will prepare you for the certification, validating your analytics skills. Earning this certificate will enhance your credibility in data analysis.

Industry-Standard Tools & Technologies

Cutting edge business analytics tools like Excel, SQL, Power BI, Python, Generative AI (GenAI), Numpy, Pandas, Matplotlib.

8+ Industry-Level Projects

Gain hands-on experience through projects that simulate real-world challenges, preparing you for a career in analytics.

Practical Exposure and Masterclasses

Get practical exposure through live demonstrations and masterclasses focused on real-world tools and techniques.

Generative AI for Data Analytics

Explore innovative AI tools like ChatGPT and Gemini for data analytics and queries generation, preparing you for future AI-driven trends.

Gamified Sandbox Lab

Step into a Gamified Lab where immersive simulations bring real-life scenarios to life, enhancing hands-on learning and decision-making skills in a risk-free environment.

120+ Hours of Live Learning

Solve industry-relevant problems using analytics, ensuring practical application of concepts.

Instructor-Led Live Online Classes (70-90%)

Learn directly from experienced instructors in live sessions, with an emphasis on practical, hands-on learning.

Doubt Resolution and Peer Support

Easily resolve doubts through dedicated doubt-clearing sessions and active peer support groups.

Comprehensive Learning Path

Covers foundational to advanced skills in data analytics, including programming, data manipulation, and visualization.

Case-Based and Interactive Learning

Solve industry-relevant problems using analytics, ensuring practical application of concepts.

Tools & Technologies

Excel

Power BI

SQL

ChatGPT

Gemini

Python basics for data analysts

python

NumPy

pandas

matplotlib

Learning Hours

120+	**40+**	**40+**
Live Sessions	Self Paced	Projects & Industry Sessions

Total hours of Learning   **200+**

Learning Outcomes

- You will develop hands-on expertise in tools like Excel, SQL, Power BI, and Python, enabling you to efficiently manipulate, analyze, and visualize data across various industries.

- You will learn to interpret trends, generate actionable insights, and apply data-driven strategies to enhance business decisions.

- Through practical exposure and live projects, you will gain experience solving industry-level challenges, preparing you for analytics roles by working on real-world scenarios.

- You will build versatile skills by applying analytics across industries such as Finance, Marketing, and Logistics, equipping you to pursue roles like Data Analyst and Business Analyst across various sector.

- The program will prepare you for the Microsoft PL-300 certification, validating your analytics skills. Earning this certificate will enhance your credibility in data analysis, showcasing your ability to design and build data models, empowering you to secure a rewarding role in the field with career support, mentorship, and industry insights.

- Step into a Gamified Lab where immersive simulations bring real-life scenarios to life, enhancing hands-on learning and decision-making skills in a risk-free environment.

Curriculum*

PROGRAM DURATION : 05-months

Approximately 10-12 hours of student effort expected per week
Projects integrated through the curriculum*

Introduction to Analytics & Basic Mathematics

This course covers analytics fundamentals for business decisions by exploring descriptive, diagnostic, predictive, and prescriptive analytics, along with key tools and the CRISP-DM framework. It also builds your math skills in linear algebra, calculus, and statistics to drive smarter data insights.

Excel

By completing this course, you'll be able to navigate and use Excel efficiently for data analysis. You'll learn data handling techniques, functions for summarization (COUNTIF, SUMIF, etc.), and visualization tools like charts and pivot tables. Additionally, you'll explore advanced functions such as lookup formulas, text and date functions, data forecasting, and automation using macros.

Database - SQL

This course provides hands-on experience in SQL, covering data manipulation, filtering, sorting, and querying multiple tables. You'll also explore NoSQL databases like MongoDB and Apache Cassandra to handle unstructured data. By the end, you'll be proficient in writing SQL queries, managing databases, and deriving insights from structured and unstructured data.

Foundation of Python and Python for Data Analysis & Visualisation

This course starts with the fundamentals of Python—covering installation, syntax, loops, functions, and data structures—and equips you with hands-on experience in file handling and CSV manipulation. Building on this foundation, you'll delve into data analysis using Pandas and NumPy for advanced data manipulation and indexing, and learn to create insightful visualizations with Matplotlib.

Data Visualization using PowerBI

Master Power BI from data ingestion to enterprise deployment. In this fast-paced course you'll connect and clean multiple data sources with Power Query, model them in star schemas, and write high-performance DAX for dynamic insights and security. You'll design engaging dashboards, leverage AI visuals, publish to the Power BI Service, schedule refreshes, and optimize performance—graduating ready to deliver self-service analytics at scale.

Curriculum*

PROGRAM DURATION : 05-months

Approximately 10-12 hours of student effort expected per week
Projects integrated through the curriculum*

Business Analytics Techniques and Data Driven Decision Making

This course covers key business analytics methods—including SWOT, PESTLE, and Value Chain analysis—to evaluate performance and drive strategic decisions using data. Through real-world case studies, you'll learn to apply these frameworks to improve processes and make informed decisions.

GenAI

This course explores the role of Generative AI in data analysis. You'll learn how to analyze data using ChatGPT, generate Python code with AI, and perform big data analytics with Gemini. By the end, you'll understand how to leverage AI tools to enhance data-driven tasks.

Capstone

The Capstone project allows you to apply all your learning to a real-world business analytics challenge. You'll define a problem statement, develop a data-driven solution, and present your findings. This hands-on experience will demonstrate your expertise in business analytics and data science.

Masterclasses

Statistical Analysis for Data Analytics , Agile Project Management for Data Analytics
Data Driven Storytelling

Career Preparedness

This course equips you with essential skills to kickstart your career. Learn how to build a standout CV/resume, craft a compelling LinkedIn profile for personal branding, and master interview techniques to make a great impression. Additionally, enhance your communication skills for effective group discussions, ensuring you're well-prepared for the professional world.

Sample Portfolio **Projects**

Blinkit Customer Insights: Boosting Loyalty and Sales

Leverage data-driven insights to predict customer loyalty, minimize churn, and boost sales. Gain hands-on experience with real-world datasets, mastering advanced analytics techniques to enhance retention, identify opportunities, and accelerate growth effectively.

Hero Fincorp: Loan Optimization and Risk Management Initiative

Analyze loan portfolios to improve risk management strategies using SQL, Power BI, and Excel. Identify high-risk loans, streamline approval processes, and enhance financial outcomes through data-driven insights, improving creditworthiness evaluations and decision-making frameworks.

Reducing Machine Downtime at Tesla with Predictive Maintenance

Utilize advanced data analytics to predict machine breakdowns and recommend proactive maintenance schedules. Use SQL and Power BI to enhance operational efficiency, reduce repair costs, increase equipment lifespan, and ensure seamless Tesla operations.

Sample Portfolio **Projects**

Decoding Amazon Purchase Behavior: A Data-Driven Analysis

Analyze customer behavior on Amazon using SQL, Power BI, and Excel to uncover trends and product performance insights. Optimize marketing strategies, enhance customer experiences, predict preferences, and drive sustainable business growth effectively.

Unlocking Insights from Airbnb Data with Power BI

Analyze Airbnb listings with Power BI to uncover trends in pricing, occupancy, and reviews. Deliver actionable insights that help optimize host strategies, improve guest experiences, increase satisfaction, and maximize overall revenue.

Supply Chain Optimization at SwiftLogistics Using Data Analytics

Optimize SwiftLogistics' supply chain operations by identifying inefficiencies with SQL and Power BI. Improve lead times, lower transportation costs, enhance delivery performance, and increase customer satisfaction through actionable data insights.

Who should enroll

The Certificate Program in Data Analytics (CPDA) is ideal for professionals and aspiring analysts who want to bridge the gap between theory and practice in data analytics. Whether you're a fresher starting your career or a working professional seeking to upskill, this program will prepare you with industry-relevant tools, hands-on projects, and certification pathways to accelerate your career in analytics.

Professionals from these industries will benefit

- **Finance & Banking** – optimize branch operations with loan, revenue, and default analytics
- **Marketing & Customer Analytics** – maximize ROI by aligning spend with conversion insights
- **HR & People Analytics** – strengthen workforce strategies through attrition and performance analysis
- **Logistics & Supply Chain** – improve delivery performance with shipment delays and cost tracking
- **IT & Technology (Support Operations)** – Ticket Analytics: Unlock the power of IT support data by analyzing tickets, resolution times, and recurring issues. Build interactive dashboards to boost efficiency, streamline processes, and enhance customer satisfaction.

*These are representative industry use cases.
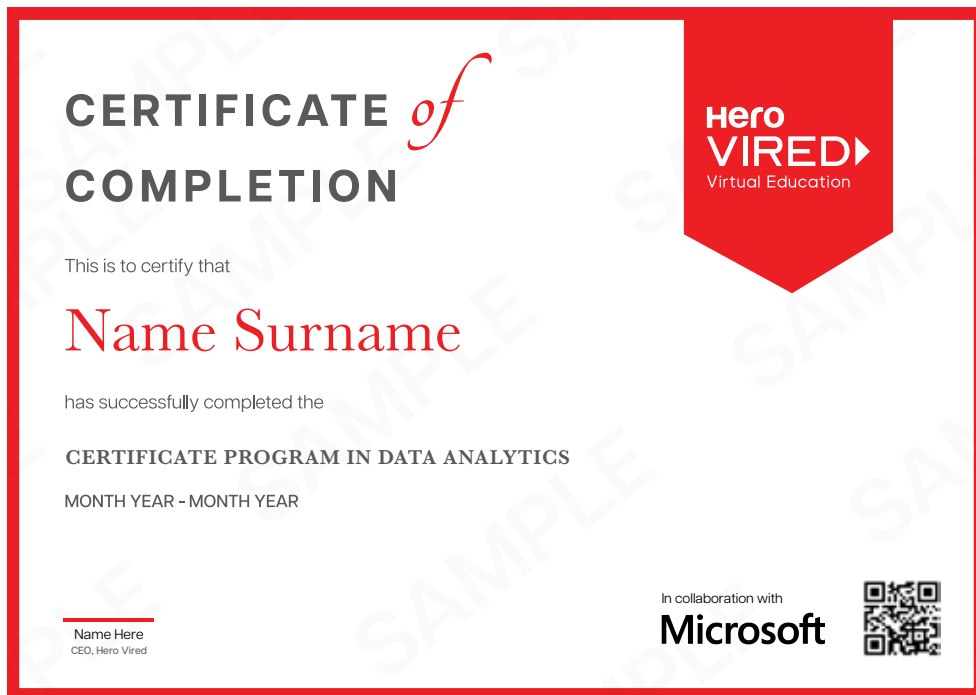
Eligibility

- 0–3 years of experience in the data domain
- Professionals with any non-data background looking to transition into analytics roles
- Undergraduate learners (only)

*Career services will be provided to Graduates only

Certification

On successful completion of the program (which includes clearing the microsoft exam), you will be eligible for the following certificate*

CERTIFICATE *of* COMPLETION

Hero VIRED
Virtual Education

This is to certify that

Name Surname

has successfully completed the

CERTIFICATE PROGRAM IN DATA ANALYTICS

MONTH YEAR – MONTH YEAR

Name Here
CEO, Hero Vired

In collaboration with
Microsoft

*Certificates are indicative and subject to change

Microsoft

NAME

has successfully passed all requirements for

Microsoft Certified: Power BI Data Analyst Associate

Credential ID:

Certification number: 7A3451-A93AQA

Earned on:

Expires on:

ASSOCIATE
★★

Satya Narayana Nadella

✓ Online Verifiable

Additional PL-300: Microsoft Power BI Data Analyst Certificate
(Subject to the learner clearing the certification examination)

Note: 50% attendance is mandatory to be eligible for the Microsoft: Power BI Data Analyst Associate exam.

Key **Faculty** Profiles

Kartik Mudaliar

7+ years of experience in Education & Training

Experience

Faculty - Global Engineering Academy
L&T Technology

L&T Technology Services

Soumita Mukherjee

15+ years across categories including roles at HUL, Amazon, Pidilite and Raymond

Experience

Ex- Amazon
Strategic Account Manager

amazon

Upendra Kumar Tiwari

16 years of experience as a Data Scientist

Experience

Synergistic Compusoft Pvt Ltd
Data Scientist

SCPL

Key **Faculty** Profiles

Vigneshwar V

9+ years of experience

Experience

NTT DATA
Senior AI Consultant & Corporate Trainer

NTT DATA

Dr. Nitin Sachdeva

19+ years of experience

Experience

TVS
Leading AI Solution

TVS

Shakul Malik

Master's in Computer Science

Experience

Ex-Tata Consultancy Services
Full stack and data engineer trainer

tcs TATA CONSULTANCY SERVICES

Optional Add-On Module:
Data Storytelling with Tableau Public

This course offers hands-on experience with Tableau Public, focusing on visual analytics and storytelling. You'll learn to connect and prepare data from multiple sources, create a variety of charts and maps, and build interactive dashboards. **The course also covers advanced features like table calculations, parameters, and forecasting.** By the end, you'll be equipped to craft compelling data narratives and publish professional dashboards on Tableau Public.

Duration

1.5 months

Availability

Optional

How to Enroll

Contact Us

Note: *Additional charges apply for this module*

Setting You Up For **Success**

By enrolling, you'll gain practical exposure through 8+ industry projects, learn from 120+ hours of live sessions, and prepare for the Microsoft PL-300 Power BI certification, setting you apart as a job-ready professional

With rigorous hands-on learning, the program equips you with the appropriate skills and knowledge of the latest industry-acclaimed technology in the Business Analytics. This will prep you to thrive in the demading work environment.

FUNCTIONS	SALARY** RANGE
Data Analyst Business Analyst BI Analyst Research Analyst (Domain specific Analyst) MIS Analyst	Intern – 10k-25k/month (Stipend) Analyst - 3-6 LPA Sr. Analyst - 4-8 LPA

with 3 *Assured* **Interviews***

Note: Assured interview opportunities for professionals with a current CTC of up to ₹6 LPA

*As per Hero Vired's Career Services Policy
**The salary range is indicative and may vary depending on your experience

THE HERO GROUP
IN EDUCATION

The Hero Group has made significant contributions in the field of K12, medical education and higher education.

IN PRIMARY AND HIGHER SECONDARY EDUCATION

Raman Munjal
Vidya Mandir

BCM Chain
of Schools

Green Meadows
School

IN HIGHER EDUCATION

ISB Founding
Members

BML Munjal
University

Dayanand Medical
College & Hospital

THE HERO STORY

The Hero Group is one of the **leading business conglomerates in the world.** The company saw its humble beginning in 1956 when the four Munjal brothers migrated to Ludhiana from Kamalia (now in Pakistan). As first-generation entrepreneurs, they started out by manufacturing bicycle components and then rapidly expanding the business. From there, they continued their growth story by diversifying and deepening their expertise across domains.

Today, the **US $5 billion diversified Hero Group** is a conglomerate of Indian companies **with primary interests and operations in automotive manufacturing, financing, renewable energy, electronics and education.**

Our Partners

BharatPe

N·S·D·C
National
Skill Development
Corporation

hackerearth

BFSI
BFSI Sector Skill Council of India
An Initiative of NSDC

jobsforher
START · RESTART · RISE

TIGER ANALYTICS

wework

ZETWERK

omuni

LEARN INDIA LEARN
realize your potential

Bharat Petroleum
energising lives

ngnexttech

MAERSK

QUANT INSTI
GO ALGO

AVIZVA

xane.ai
Experience Redefined

LenDen club

unluclass

1K Kirana Bazaar

LaLiga

Kale Logistics
Technology that Transforms

WECP

CREDENC
A Capital India Company

calm sleep

dōnō CONSULTING

TRANS Neuron
Technologies

Dare2 Compete

StanceBeam

DELHI CAPITALS

trulymadly

OYO

grappus

ROCKMAN

Hero

HeroFinCorp.

TESSOLVE
A Hero Electronix Venture

HERO FUTURE ENERGIES

Hero Electronix

Hero VIRED▶ | Virtual Education

Wait Nahi, *Great* Kar!