Hero Vired | A HERO GROUP COMPANY

Postgraduate Program in

# Business & Data Analytics

## 100% JOB ASSURANCE*

*Subject to the terms and conditions stated in the Career Services Policy

# About the Program

Learn to make data-driven decisions, identify patterns and trends, and solve real-world business problems using analytical thinking and data science techniques. Develop the ability to build predictive models, automate data processes, and interpret complex datasets to drive strategic insights. Through hands-on projects and a capstone, gain expertise in problem-solving, statistical analysis, and AI-driven decision-making, ensuring you are industry-ready with job assurance.

# 100% JOB ASSURANCE*

## 10 GUARANTEED INTERVIEWS

| EXIT ROLES | EXPECTED SALARY** RANGE |
|---|---|
| Data Analyst<br>Business Analyst<br>BI Analyst | 3- 5 LPA |

### 100% Job Assurance*

Crafting your career journey, honing your skills and providing holistic career assistance to ensure you land the role of you choice. Get Guaranteed 10 Job Interviews in the Data domain.

### Dedicated Career Manager

Our dedicated career mentors are seasoned professionals that will help guide your career journey by helping you with the right opportunities, and hand-holding you every step of the way.

### Just-in-time Interview Prep

Just-in-time interview preparatory sessions to help you with the most commonly asked interview questions & confidently preparing you for jyour dream job.

### 360 Degree Profile Building

Robust portfolio buiding on GitHub during the academic sessions. Resume and LinkedIn profile development to ensure that your profile catches the eye of prospective employers.

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**Based on experience & performance

## Postgraduate Program in

# Business & Data Analytics

The Postgraduate Program in Business & Data Analytics by Hero Vired is an 8-month career-focused program designed to help professionals and aspiring data enthusiasts master data-driven decision-making. This program equips you with the skills needed to analyze complex data, build predictive models, and leverage AI-powered insights for business impact.

## Why Choose This Program?

Data is revolutionizing industries, and organizations are actively seeking professionals who can interpret, analyze, and extract meaningful insights from vast datasets. This program provides a structured and hands-on learning approach that combines business intelligence, analytics, machine learning, and AI to prepare you for high-growth careers in the field.

## Who Should Enroll?

This program is ideal for:

- Aspiring data professionals looking to build careers in analytics or data science.
- Early-career professionals who want to upskill and transition into data roles.

## Postgraduate Program in

# Business & Data Analytics

## With job assurance,

**this program prepares you for in-demand roles, including:**

Data Analyst – Analyze trends and provide business insights.
Business Analyst – Use data to improve operational efficiency and strategy.
BI Analyst – Develop dashboards and reports for data visualization.

## Why Hero Vired?

- 10 Assured Interviews – Get career support and placement assistance.
- Hands-on Learning – Work on real-world projects and a capstone.
- Expert-Led Training – Learn from top industry professionals.
- Industry-Relevant Skills – MS Excel, SQL, Power BI, Python and GenAI.


## Future-Proof Your Career

This comprehensive and industry-aligned program ensures that you don't just learn theory but also develop the practical expertise needed for real-world data challenges. Start your journey with Hero Vired today and become a data-driven leader!

# Program Highlights

Fully Live Training – **250+ hours of interactive, instructor-led sessions**

## Immersive & Hands-on Learning

Case-based, interactive sessions with real-world problem-solving, industry-relevant projects, and deep dives into modeling techniques.

## Comprehensive Job Focused Curriculum

Covers Python, SQL, Excel, Power BI, Machine Learning, GenAI, and Cloud Computing with 180+ live sessions led by industry experts.

## Capstone & Industry Projects

8-month program including a 1-month capstone project, applying analytics and data science skills to real-world scenarios.

## Live & Expert-Led Training

80%-90% live online classes, guided by experienced faculty and industry mentors.

## Job Assurance* & Career Support

10 Assured Interviews, along with 1:1 career coaching and interview preparation sessions.

## Open to All Graduates

No prior coding experience required; suitable for professionals from diverse backgrounds looking to transition into data analytics and data science.

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# Eligibility

- Final year undergraduate students.
- Graduates/Post Graduates with less than 3 years of work experience in any domain
- Candidates with a CTC of less than 4 LPA.
- Candidates with age less than 26 years.

# Learning Hours

| | | |
|---|---|---|
| **180+** Hrs. | **42+** Hrs. | **20+** Hrs. |
| Live Sessions | Self Paced & Assessments | Career Services |

**Total Learning Hours** **250+**

**8-10** Hrs.
Weekly Effort

# Learning Outcomes

This program follows a progressive learning structure to ensure deep understanding and application of data analytics and data science concepts:

**Analyze large datasets to extract insights and make data-driven decisions.**

**Apply Python, SQL, and Excel for data manipulation and visualization.**

**Work on industry-ready projects and a capstone to demonstrate your expertise.**

**Understand the core principles of analytics, statistics, and machine learning.**

**Evaluate business challenges and develop AI-powered solutions.**

# Program Curriculum*

**PROGRAM DURATION : 08-months**

Approximately 08-10 hours of student effort expected per week
Projects integrated through the curriculum*

| MODULE | TOPICS | LEARNING OUTCOMES |
|---|---|---|
| Introduction to Data Science | Introduction to Data Science LifeCycle | Understand the fundamentals of the data science lifecycle, analyze key methodologies, and apply them to real-world scenarios. |
| Introduction to Analytics | Introduction to Analytics | Identify different types of analytics, evaluate their applications, and apply analytical techniques to solve business problems. |
| Basic Mathematics | Maths for Data Analytics | Recall mathematical principles, apply probability and statistics in data interpretation, and evaluate data models for decision-making. |
| Excel | MS Excel Basics | Apply Excel functions for data manipulation, analyze datasets effectively, and create basic visualizations for insights generation. |
| | MS Excel Advance | Leverage advanced Excel functions for complex data analysis, evaluate datasets using pivot tables, and apply lookup functions for optimization. |
| | Macros and VBA | Automate repetitive tasks using VBA and macros, apply programming logic to enhance productivity, and evaluate data automation techniques. |
| Database | SQL Basics | Apply SQL queries for data retrieval, analyze structured data using filters and sorting, and create databases for efficient data management. |
| | SQL Advance | Develop advanced SQL queries for data analysis, apply aggregation and joins, and evaluate query performance for optimization. |
| | Relating data using SQL | Establish data relationships using SQL, analyze datasets with joins, and apply nested queries for deeper insights. |
| | SQL Analytics | Apply analytical functions in SQL, evaluate datasets using partitioning, and optimize SQL queries for performance enhancement. |
| Python Programming | Programming Basics | Apply Python programming concepts for problem-solving, analyze data structures, and create efficient algorithms for data processing. |
| Python for Data Analysis & Visualisation | Data Analysis Using Pandas and Numpy | Use Pandas and NumPy to manipulate datasets, apply statistical functions for analysis, and create visualizations to communicate insights. |

*Curriculum is subject to changes

# Program Curriculum*

| MODULE | TOPICS | LEARNING OUTCOMES |
|---|---|---|
| PowerBI | Introduction to Power BI | Understand Power BI functionalities, apply data transformation techniques, and create interactive dashboards for business intelligence. |
| | Data Slicing and Dicing Using DAX Query | Analyze datasets using DAX queries, apply advanced filtering techniques, and optimize data models for performance. |
| | Dashboarding and Storytelling with Power BI | Design effective dashboards, apply storytelling techniques for data presentation, and evaluate business insights using Power BI. |
| | Comprehensive Data Analytics | Apply data analytics techniques to comprehensive projects, analyze data trends, and create reports for business decision-making. |
| Statistical Analysis | Probability Distributions | Understand probability distributions, apply them in business contexts, and analyze data variability using statistical measures. |
| | Hypothesis Testing | Apply hypothesis testing techniques, analyze business scenarios statistically, and evaluate test results for data-driven decision-making. |
| | ANOVA, Hypothesis Tests, and p-values | Use ANOVA and hypothesis testing methods, analyze relationships between variables, and evaluate statistical significance in datasets. |
| | Probability Basics and Frequency Distributions | Understand probability fundamentals, apply frequency distribution techniques, and analyze patterns in datasets for predictions. |
| Introduction to Cloud Computing | Introduction to Cloud Computing | Differentiate between cloud service models, evaluate cloud-based solutions for data analytics, and apply cloud computing for scalable data processing. |
| GenAI | GenAI Data Analysis | Apply Generative AI techniques for data analysis, automate analytics workflows, and evaluate AI-driven insights for decision-making. |
| Agile Project Management for Data Analytics | Agile Project Management for Data Analytics | Understand Agile methodologies, apply Agile principles in data analytics projects, and evaluate collaboration techniques for project efficiency. |

*Curriculum is subject to changes

# Program Curriculum*

| MODULE | TOPICS | LEARNING OUTCOMES |
|---|---|---|
| Machine Learning | Introduction to Machine Learning | Understand machine learning fundamentals, apply ML techniques to structured datasets, and analyze data patterns using predictive modeling. |
| | Linear and Polynomial Regression | Apply linear and polynomial regression models, analyze variable relationships, and evaluate model performance for forecasting. |
| | Classification | Understand classification techniques, apply binary classification models, and analyze model evaluation metrics like precision and recall. |
| | Model Evaluation and Selection | Evaluate machine learning models using performance metrics, apply cross-validation techniques, and optimize hyperparameters for better |
| | Unsupervised Learning: Clustering | Apply clustering techniques, analyze datasets using K-means and hierarchical clustering, and evaluate clustering results for business insights. |
| Capstone | Capstone Discussion | Integrate knowledge from all program modules, apply data analytics and machine learning techniques, analyze project findings, and create a capstone presentation to showcase expertise. |

*Curriculum is subject to changes

# Key Faculty* Profiles

## SHAKUL
Malik

**Masters Degree, Computer Science from MDU, Rohtak, B.Sc, Computer Science from MDU, Rohtak**

**Experience:**
- Sr. Data Architect — **Atharva AI**
- Data Engineering Trainer — **TCS**
- Data Analyst Trainer — **Michelin Tyres**

## KARTIK
Mudaliar

**Kartik is a technology enthusiast with a strong academic background in Computer Science and IT with 7+ Years of experience in education & training.**

**Experience:**
- Faculty - Global Engineering Academy — **L&T Technology**
- Member - Education, Training & Assessment — **Infosys**

## DR. PRASHANT
Kumar Dey

**Ph.D - CCU, Post Master's- IIT Delhi, Dual Masters - EURECOM & Institut Mines-Télécom**

**Experience:**
- Co-founder — **AtharvaAI**
- Chief Technology Officer — **Infosec United**
- Ex — **Google, BMW**

## SOUMITA
Mukherjee

**MBA, Marketing from GIM, Goa, Bachelor in Design from NIFT**

**Experience:**
- Account Manager — **Amazon**
- Marketing Manager — **Pidilite Industries**
- Category Manager — **HUL**

*Subject to changes

# Key Faculty* Profiles

## Upendra
Kumar Tiwari

**A Data Scientist with 15+ years of experience in Machine Learning, Data Visualization, NLP, and Financial Analytics**

**Experience:** Data Scientist
**Synergistic Compusoft Pvt Ltd**

## Halasya Siva
Subramania

**With 22+ years in Analytics across aerospace, automotive, banking, edutech, & scientific research, Halasya is Head of AI and Automation at Telstra since 2019.**

**Experience:** Lead - System & Analytics- **Boeing**
Chief Data Scientist **Analyttica Datalab Pvt. Ltd**
Member of the Board of Advisors **Portable**

## Sunny
Mulchandani

**10 years of experience in data engineering, analytics, and project management, he has worked with prominent companies like Tata iQ, NielsenIQ, TCS**

**Experience:** Manager Data Analytics **Sun Life**
Manager Data Engineer **Tata Insights and Quant**
Senior Manager **NielsenIQ**

## Siddharth
Kothotya

**5 years of Industry experience as a Machine Learning Engineer. Experience in designing and implementing scalable machine learning models in cloud-based solutions.**

**Experience:** Data Scientist **dōnō**
Data Scientist **Algoritmo Lab**
Ex-Machine Learning Engineer **Aikon Labs Private Limited**

*Subject to changes

# Projects & Case Studies

## Flipkart Smart Analytics: Enhancing Personalization & Sales

Leverage data-driven insights using excel to enhance customer personalization, optimize product recommendations, and boost sales. Gain hands-on experience with real-world e-commerce datasets, mastering advanced analytics techniques to segment customers, analyze purchase behavior, and drive revenue growth through targeted marketing and operational improvements.

## Optimizing Digital Marketing Campaigns for Starbucks Using Data Analytics

Utilize SQL and Python to analyze Starbucks' marketing campaign performance, track customer engagement, and optimize ad spend across digital platforms. Improve ROI by identifying high-performing channels and audience segments.

## Netflix Subscription Insights: Understanding Churn and Retention

Leverage SQL, Power BI, and Python to analyze customer behavior, predict churn, and optimize content recommendations, helping Netflix improve retention and maximize subscriber lifetime value. Discover key engagement drivers that keep customers hooked and reduce churn. Enhance decision-making with cutting-edge analytics techniques in the streaming industry.

# Projects & Case Studies

## Predicting Customer Purchases on Myntra Using Machine Learning

Develop a machine learning model using Python and SQL to forecast customer purchases, helping Myntra personalize marketing campaigns, increase conversion rates, and boost overall sales.Enhance e-commerce marketing by predicting customer preferences and shopping behaviors.  Use AI-driven insights to create targeted promotions and maximize revenue growth.

## Supply Chain Optimization for DHL: Enhancing Logistics Efficiency

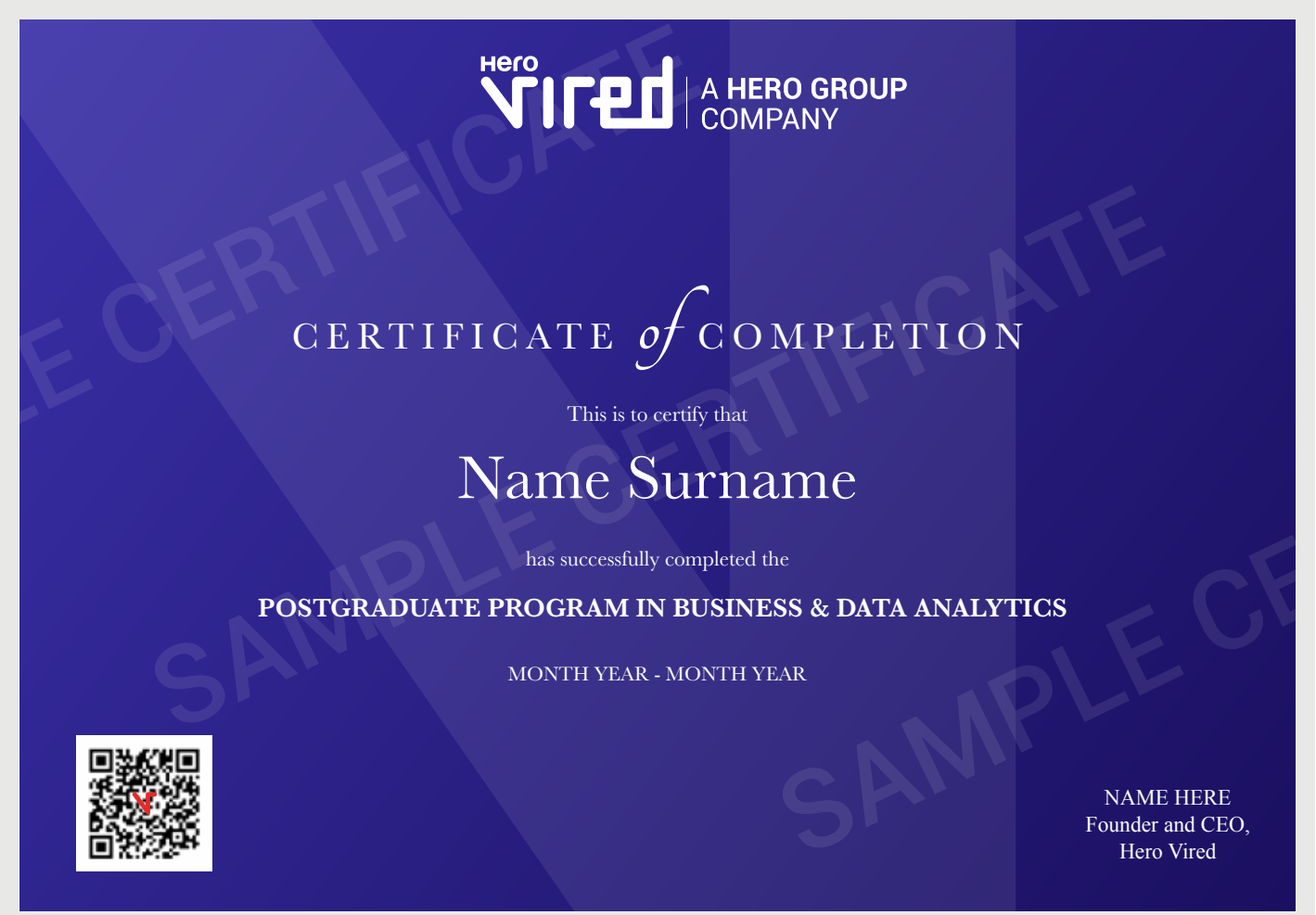
Use SQL to analyze DHL's supply chain operations, identify delivery inefficiencies, optimize inventory management, and reduce logistics costs. Improve last-mile delivery performance by leveraging data-driven insights.

## Customer Experience Optimization for Zomato Using Data Analytics

Utilize SQL, Power BI, Python, and Excel to analyze customer reviews, delivery performance, and order trends on Zomato. Identify key factors impacting customer satisfaction, optimize restaurant recommendations, and enhance delivery efficiency using real-time data insights.

# Certification*

**On successful completion of the program** you will be eligible for the following certificate*




*Certificates are indicative and subject to change

# 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**

































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Hero Vired | A HERO GROUP COMPANY

#GetVired

Want more information on the program?

Reach us at **1800 309 3939** | Visit us at **www.herovired.com**