Course Curriculum

MASTERS IN BUSINESS ANALYTICS

500K+
Satisfied Students

100K+
Online Students

300+
Trainers

300K+
Placements

200+
Global Certifications

150+
Companies

|Program INDEX

Module 1: Introduction to Business Analytics

Module 2: Excel for Business Analytics

Module 3: Statistics for Business Decision-Making

Module 4: SQL for Data Extraction

Module 5: Data Visualization & Dashboarding with Power BI / Tableau

Module 6: Python for Business Analytics

Module 7: Predictive Analytics & Machine Learning Basics

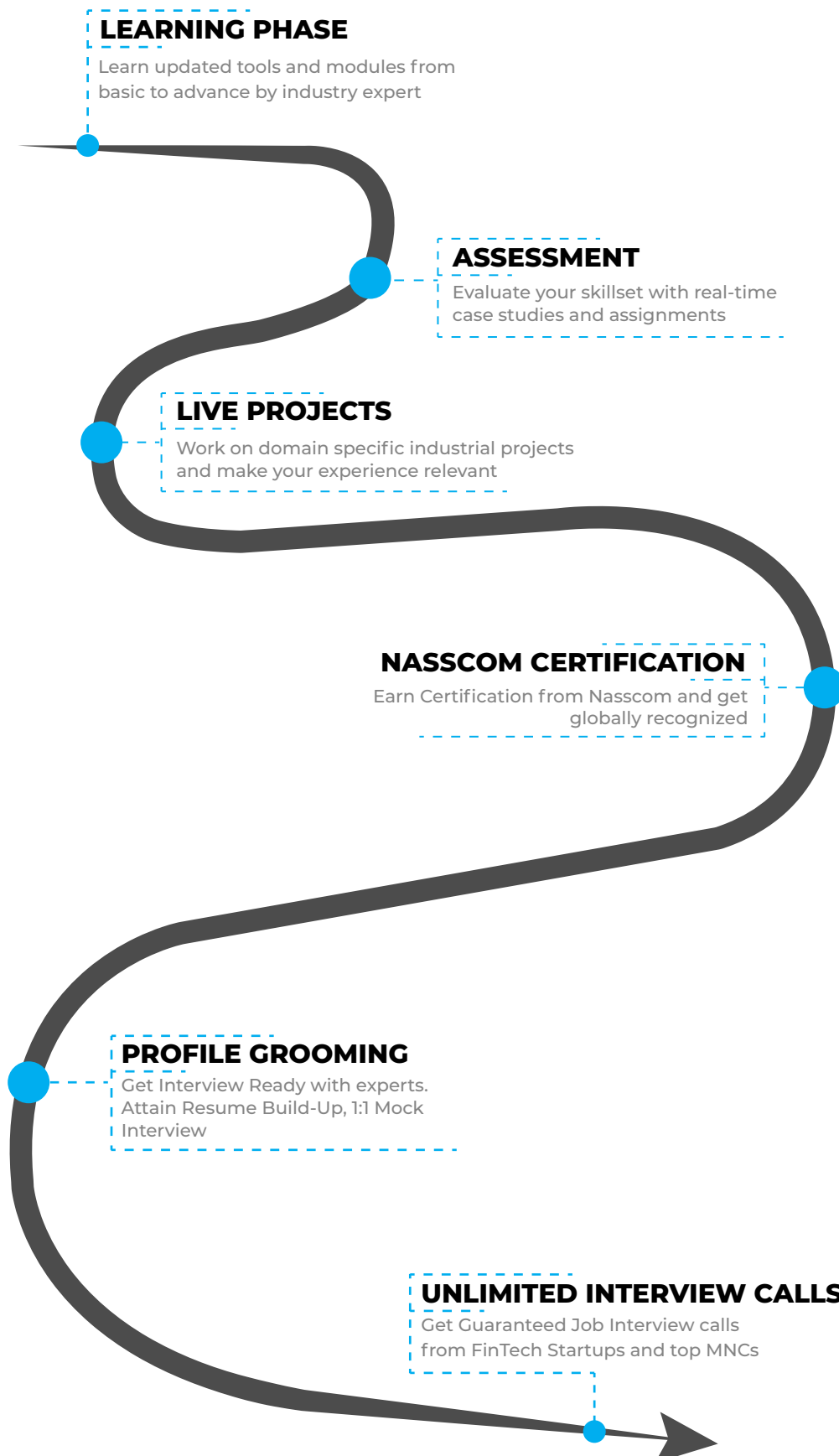Module 8: Capstone Project & Career Readiness

|Learning Curve

Start Course → Excel → SQL → PowerBI → Tableau

Machine Learning ← Python ← Seaborn ← Matplotlib

Pandas → NumPy → Capstone Project → **Master Certificate**

Modules of **Masters in Business Analytics**

- ✔ **Introduction to Business Analytics**
- ✔ **Excel for Business Analytics**
- ✔ **Statistics for Business Decision-Making**
- ✔ **SQL for Data Extraction**
- ✔ **Data Visualization & Dashboarding with Power BI / Tableau**
- ✔ **Python for Business Analytics**
- ✔ **Predictive Analytics & Machine Learning Basics**
- ✔ **Capstone Project & Career Readiness**

|Transition Process

LEARNING PHASE

Learn updated tools and modules from basic to advance by industry expert

ASSESSMENT

Evaluate your skillset with real-time case studies and assignments

LIVE PROJECTS

Work on domain specific industrial projects and make your experience relevant

NASSCOM CERTIFICATION

Earn Certification from Nasscom and get globally recognized

PROFILE GROOMING

Get Interview Ready with experts. Attain Resume Build-Up, 1:1 Mock Interview

UNLIMITED INTERVIEW CALLS

Get Guaranteed Job Interview calls from FinTech Startups and top MNCs

Module 1: Introduction to Business Analytics

- ✅ Understanding The Evolution Of Analytics In Business
- ✅ What Is Business Analytics? Definitions And Relevance
- ✅ Components Of Business Analytics: People, Process, Technology
- ✅ Difference Between Data Science, Business Analytics, And Business Intelligence
- ✅ Types Of Analytics: Descriptive, Predictive, Prescriptive
- ✅ Overview Of The Analytics Lifecycle
- ✅ Business Analyst Roles And Responsibilities
- ✅ Tools Used In Business Analytics (Excel, SQL, Python, Power BI, Tableau)
- ✅ Industry Applications Of Business Analytics
- ✅ Case Studies: Banking, Retail, Healthcare, Manufacturing

Module 2: Excel for Business Analytics

- ✅ Excel Interface And Data Navigation Tips
- ✅ Working With Structured Datasets In Excel
- ✅ Data Formatting, Conditional Formatting, And Data Validation
- ✅ Formulas And Functions:
  - Text Functions (LEFT, RIGHT, MID, CONCATENATE)
  - Logical Functions (IF, AND, OR, NOT)
  - Lookup Functions (VLOOKUP, HLOOKUP, INDEX, MATCH)
  - Statistical Functions (AVERAGE, MEDIAN, MODE, STDEV)
- ✅ Data Cleaning Techniques
- ✅ Sorting, Filtering, And Advanced Filters
- ✅ Using Named Ranges For Clarity And Speed
- ✅ Charts And Graphs: Column, Line, Bar, Pie, Combo, Sparklines

- ✅ Creating PivotTables And PivotCharts

- ✅ Using Slicers And Timeline Filters

- ✅ Introduction To Power Query For Data Transformation

- ✅ Goal Seek, Scenario Manager, And Data Tabl

- ✅ Creating Interactive Dashboards With Excel

Module 3: Statistics for Business Decision-Making

- ✅ Types Of Data: Structured Vs Unstructured, Qualitative Vs Quantitative

- ✅ Levels Of Measurement: Nominal, Ordinal, Interval, Ratio

- ✅ Measures Of Central Tendency: Mean, Median, Mode

- ✅ Measures Of Dispersion: Range, Variance, Standard Deviation

- ✅ Skewness And Kurtosis

- ✅ Basics Of Probability And Probability Distributions

- ✅ Normal Distribution, Binomial And Poisson Distributions

- ✅ Sampling Techniques And Sample Size Determination

- ✅ Central Limit Theorem

- ✅ Confidence Intervals And Margin Of Error

- ✅ Hypothesis Testing:
  - Null and Alternate Hypotheses
  - One-tailed vs Two-tailed tests
  - Z-test, t-test (one-sample, two-sample)
  - ANOVA
  - Chi-square test

- ✅ Correlation Analysis And Pearson's Coefficient

- ✅ Linear Regression Analysis

- ✅ Interpreting Statistical Outputs In Business Context

Module 4: SQL for Data Extraction

- ✅ Basics Of Databases And Relational Database Design
- ✅ Understanding ER Models And Data Schemas
- ✅ Introduction To SQL Syntax And Queries
- ✅ SELECT Statements And Filtering With WHERE Clause
- ✅ Sorting Results Using ORDER BY
- ✅ Aggregate Functions: SUM, AVG, COUNT, MIN, MAX
- ✅ GROUP BY And HAVING Clauses
- ✅ Using ALIAS For Readability
- ✅ Understanding JOINs: INNER, LEFT, RIGHT, FULL OUTER
- ✅ Subqueries And Nested Queries
- ✅ Common Table Expressions (CTEs)
- ✅ Window Functions (ROW_NUMBER, RANK, LEAD, LAG)
- ✅ Case Expressions And IF Conditions
- ✅ Date And String Functions
- ✅ Creating And Modifying Views
- ✅ Basic Data Manipulation (INSERT, UPDATE, DELETE)
- ✅ Practice With Large Datasets

Module 5: Data Visualization & Dashboarding with Power BI / Tableau

- ✅ Introduction To BI Tools: Differences Between Power BI And Tableau
- ✅ Connecting To Multiple Data Sources
- ✅ Data Modeling And Data Relationships
- ✅ Measures Vs Calculated Columns
- ✅ Data Transformation And Cleaning Using Power Query

- ✅ **Designing Basic And Advanced Charts:**
  - Line, Bar, Column, Pie, Scatter, Heat Maps, Tree Maps, Waterfall, KPI Cards
- ✅ **Using Filters, Slicers, And Date Hierarchies**
- ✅ **Drill-Downs And Drill-Through Reports**
- ✅ **Tooltips And Interactions**
- ✅ **Using DAX In Power BI:**
  - CALCULATE, FILTER, ALL, RELATED, Time Intelligence functions
- ✅ **Creating Dashboards And Layouts**
- ✅ **Publishing And Sharing Dashboards**
- ✅ **Real-World Dashboarding Use Cases:**
  - Sales dashboards
  - Marketing campaign performance
  - Financial KPI dashboards

Module 6: Python for Business Analytics

- ✅ **Introduction To Python And Anaconda Environment**
- ✅ **Data Types, Variables, Control Structures (if, For, While)**
- ✅ **Functions And Lambda Expressions**
- ✅ **Working With Lists, Tuples, Dictionaries**
- ✅ **Reading And Writing Files**
- ✅ **Introduction To NumPy:**
  - Arrays, array operations, indexing
- ✅ **Introduction To Pandas:**
  - Series and DataFrame objects
  - Reading data from CSV, Excel, SQL
  - Data selection, filtering, sorting
  - Handling missing values and duplicates
  - GroupBy operations
  - Merging and joining datasets
- ✅ **Exploratory Data Analysis (EDA)**
- ✅ **Data Visualization With:**

- Matplotlib: Line plots, bar charts, histograms
- Seaborn: Pairplots, heatmaps, boxplots

☑ **Automating Excel/CSV Reports With Python**

Module 7: Predictive Analytics & Machine Learning Basics

☑ **Overview Of Machine Learning In Business**

☑ **Supervised Vs Unsupervised Learning**

☑ **Linear Regression:**
- Model creation, evaluation (R-squared, MAE, RMSE)

☑ **Logistic Regression:**
- Probability interpretation, ROC Curve, AUC

☑ **Decision Trees And Random Forests**

☑ **K-Means Clustering**

☑ **Model Evaluation Metrics:**
- Confusion Matrix, Accuracy, Precision, Recall, F1 Score

☑ **Overfitting And Underfitting**

☑ **Train-Test Split And Cross-Validation**

☑ **Feature Selection And Engineering Basics**

☑ **Business Case Applications:**
- Customer churn prediction
- Sales forecasting
- Market segmentation

Module 8: Capstone Project & Career Readiness

☑ **Choosing A Real-World Capstone Project (Retail, Finance, HR, Marketing, Etc.)**

☑ **Defining The Business Problem Statement And KPIs**

☑ **Data Collection And Preparation**

☑ **Exploratory Data Analysis And Visualization**

☑ **Building Dashboards And Simple Predictive Models**

- ✅ **Final Project Presentation With Business Insights**

- ✅ **Peer And Mentor Reviews**

- ✅ **Resume Building Tailored To Business Analyst Roles**

- ✅ **Interview Preparation:**

|Course Projects

Domain: Healthcare

Project Name:
Patient Risk Prediction Dashboard

Design a healthcare dashboard that leverages patient data—such as age, BMI, and medical history—to predict risks for chronic conditions like diabetes and heart disease. This tool helps healthcare providers proactively identify at-risk individuals, monitor key health indicators, and make timely decisions, thereby improving patient outcomes and reducing emergency situations through data-driven clinical insights.

Tool & Technology Used:

EXCEL | **SQL** | **PYTHON** | **POWER BI / TABLEAU**

Domain: Retail / E-commerce

Project Name:
Customer Segmentation & Purchase Behavior Analysis

Use customer purchase data to identify buying behavior, frequency, and preferences. Apply clustering to create segments for targeted marketing. Businesses can improve personalization, enhance customer retention, and increase revenue through actionable insights and data-driven decision-making using modern analytics tools and techniques.

Tool & Technology Used:

SQL | **PYTHON** | **TABLEAU / POWER BI**

Domain: HR Tech

Project Name:
Employee Attrition Predictor

Build a predictive model that identifies employees likely to leave based on job role, satisfaction, experience, and promotions. Assists HR in taking proactive retention steps and improving workforce planning through predictive insights.

Tool & Technology Used:

EXCEL | **SQL** | **PYTHON** | **POWER BI**

Domain: Finance

Project Name:
Credit Risk Scoring System

Design a credit scoring model that predicts loan default risk using applicant financial data. Banks and lenders can assess creditworthiness, reduce defaults, and improve approval accuracy. The system enables data-backed lending decisions using advanced analytics and risk evaluation techniques.

Tool & Technology Used:

SQL | **PYTHON** | **POWER BI / TABLEAU**

|e-Learning through LMS

Learning **Management System**

Our LMS (LearnPitch) is for the administration, documentation, tracking, reporting, automation, and delivery of educational courses, training programs, or learning and development programs.

Our LMS has been designed to identify training and learning gaps, using analytical data and reporting to keep you up with the class activities.

Key Features **Learning Management System**

- Live Sessions with Class recordings
- Get study material with Assignments.
- Track your curriculum covered.

- Track your class wise attendance
- Share your feedback for Trainer & Training
- Get your Training Certificate from LMS

|Training Certification

Earn Your **Certificate**

Your certificate and skills are vital to the extent of jump-starting your career and giving you a chance to compete in a global space.

Croma Campus is now

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Certified Member

CERTIFIED
MEMBER
★ ★ ★

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CERTIFICATE
OF MEMBERSHIP

CromaCampus Training & Development Private Limited

Membership ID : NSCM/2023/33/7617

Valid Till : 31-March-2026

Rajesh Nambiar
President, nasscom

www.cromacampus.com

|Croma Campus! Reviews

"The most rewarding part of my experience has been achieving a prestigious certification in the subject that I love. Moreover, the training offered out by the specialists are of world-class and prepares out the students for corporate world. For me Croma Campus means a lot."

" By The **Studets** For The **Students** "

Your Success is **Our Story**

Bharat

"I am fully satisfied with the excellent training services received by the expert staff at Croma Campus. I want to thank Croma Campus for providing me with the most innovative and affordable training services for learning all the software testing procedures and guidelines. "
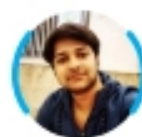
Ankit

"It was a lifetime experience for me to get trained by IT Experts of Croma Campus. What I liked most about the training was the consistent high-quality education, which was friendly and co-active. The placement department was also proactive, they keep me updated regarding new job opportunities and provide the grooming session to crack the interview. At last, I would like to thank all faculty members of Croma Campus for their immense help and support. "
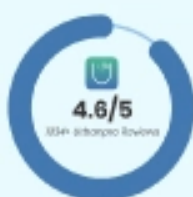
Umesh

"Without any second thought, I will give Croma Campus 10/10. Their placement department is highly proactive. I remember they started scheduling interviews for me from the very next day when I told them my course has been completed. These people are doing a phenomenal job and I highly recommend Croma Campus to everyone. "

Shams Khan

"Croma Campus is doing a phenomenal job in the IT training industry. The reason why I decided to join their training program was that they provide quality training at very a nominal price. Plus, the online training mode was also a factor due to which I decided to join the training program of Croma Campus as I didn't want to attend physical classes. "

G 4.2/5	4.8/5	4.6/5	Jd 4.3/5	f 4.5/5
1000+ Google Reviews	1034+ Sulekha Reviews	1034+ Sitejabra Reviews	1034+ Just Dial Reviews	1266+ Facebook Reviews

|Meet Our Team

Sales Team

Our Sales team is highly passionate, emphatic, positive attitude, great listening skills, ability to deliver quick solutions, and they are multitasker too. Our team always remains up-to-date about all the latest technologies and market trends. With effective communication skills, they always work to deliver the right information to customers when it is needed.

Product Team

Our product team is highly functional and collaborative working together to achieve the common outcome of designing exceptional digital experiences. Each of our members is a contributor to help us achieve success in long-run. Sitting at the high-end of technology and innovation, team helps to deliver high-end customer experiences and always comes out with a big idea as a game-changing plan.
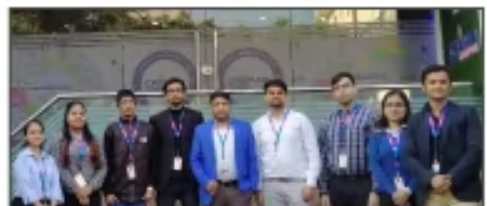
Marketing Team

Our Marketing team works as gladiators and helps us to achieve business success in all possible ways. They are included in almost everything either it is building a brand, creating brand awareness, promoting products or services, delivering trailblazing customer experiences or increasing engagement at public forums. They are the true backbone of the Company.

Content Team

Our content team is responsible for ideation, creation, optimization, and distribution of content throughout the company. The team always starts its work with a strategy, how to create high-quality contents, and how to promote or share the content. Our in-house content team help us to produce all types of contents either they are educational content pieces, marketing content, SEO content, or any other forms too.

Customer Access Team

This is the team that has actually been taken up us from reactive state to a pro-active state. The team utilizes high-valued solutions to satisfy customers in all possible ways. It is truly said that no company can succeed if your customers are not satisfied. And our customer success team is dedicatedly working to keep all the customers satisfied and we always consider our customer feedback on priority.

HR Team

Our HR team is committed to provide high-end solutions to employees as they require. Our HR team has the right skills and knowledge to make sure that the HR department can always be legally and strategically successful. They know how to keep employees motivated all the time with the best HR policies and fun activities too from time to time.
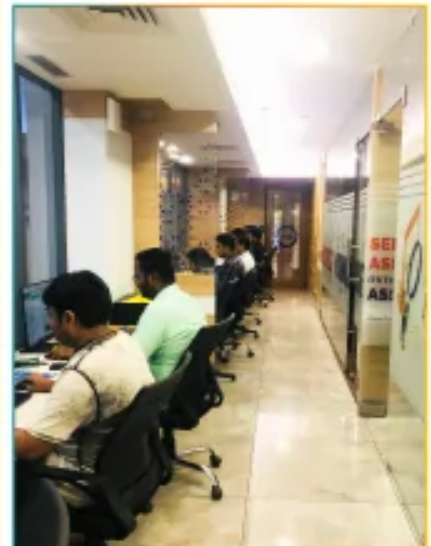
|Glimpse Of Our Office

Look **Who We are**

Our office's infrastructure comprises all the necessary software and network resources that are required to deliver IT & Design, Human Resources, Digital Marketing, and training services.

We are well-equipped with bright designed work bays for employees and managers having separate cabins with spacious cafeteria and training classrooms.

"
Our Mission is to Build Nation through Education & Beyond Limitation.
"

CROMA CAMPUS | **#1 Asia's Leading Edtech Company**

Croma Campus Training & Development Private Limited is an education platform providing rigorous industry-relevant programs designed and delivered in collaboration with world-class faculty, industry & Infrastructure. In the past 15 years we have trained 18000+ candidates and out of which we are able to place 12000+ professionals in various industries successfully.

We Are Affiliated With Different Partners

ISO CERTIFIED COMPANY 9001:2015

MSME MICRO, SMALL & MEDIUM ENTERPRISES

N·S·D·C National Skill Development Corporation — Transforming the skill landscape

GST

startupindia — Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India

Ministry Of Corporate Affairs Government of India

PMKVY

We're Here to Help –
Reach Out to Our Global Offices

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