DATA ANALYTICS
PROFESSIONAL PROGRAM

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The Pathway to Innovation

Duration: 3 Months | 150+ Hours | Live Projects + Capstone

Eligibility

- Plus Two & Above (Any Stream)
- Beginners aspiring for a career in Data Analytics
- Students & Graduates seeking job-ready analytical skills
- IT & Non-IT professionals aiming for career transition
- Entrepreneurs & Business Owners seeking data-driven insights

Learning Outcomes

By the end of the program, learners will be able to:

- Collect, clean & manage structured and unstructured data
- Visualize and interpret trends using Power BI, Tableau, and Excel
- Build predictive models using Python and Machine Learning
- Communicate insights through professional dashboards and reports
- Make data-driven decisions confidently in real-world business scenarios

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Program Roadmap (3 Months)

Month 1: Foundations & Databases

- Introduction to Data Analytics – Role of a Data Analyst, Tools & Ecosystem
- Python Programming – Variables, Loops, Functions, OOP, NumPy, Pandas
- Visualization Libraries – Matplotlib & Seaborn
- SQL & Databases – Queries, Joins, Aggregations, Subqueries, Optimization
- MongoDB – NoSQL Databases, CRUD Operations, Working with JSON

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Month 2: Statistics, Excel & Visualization Tools

- Mathematics & Statistics – Probability, Hypothesis Testing, Regression, Distributions
- Microsoft Excel – Formulas, Functions, Data Cleaning, Pivot Tables, Dashboards
- Power BI – Data Modeling, DAX, Interactive Dashboards, KPI Reports
- Tableau – Storytelling with Data, Calculated Fields, Filters, Parameters, Dashboards

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Month 3: EDA, Machine Learning & Capstone

- Exploratory Data Analysis (EDA) – Handling Missing Data, Outliers, Patterns & Insights
- Introductory Machine Learning – Regression, Classification, Clustering
- Model Evaluation – Accuracy, Precision, Recall, Confusion Matrix
- Capstone Project – End-to-End Analytics Project:
  Data Collection → Cleaning → Visualization → Prediction → Dashboard
- Mini Projects – Marketing Analytics, Sales Forecasting, Customer Segmentation, HR Analytics, Financial Insights

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Key Highlights

- Expert Trainers – Learn from Industry Professionals & Certified Analysts
- Hands-On Learning – Practice with Real-Time Data Sets & Projects
- Tools Covered – Python, SQL, MongoDB, Excel, Power BI, Tableau
- Portfolio Development – Build & Showcase Your Projects to Employers
- Placement Assistance – Resume Building, Mock Interviews, Career Guidance
- Networking Opportunities – Connect with Industry Experts, Mentors & Alumni
- Innovation Exposure – Solve Real-World Case Studies with Business Impact
- Skill Certification – Receive a Recognized Certificate in Data Analytics & BI

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Software & Tools You'll Master

- Python (NumPy, Pandas, Matplotlib, Seaborn)
- SQL & MongoDB
- Microsoft Excel (Advanced)
- Power BI
- Tableau
- Google Sheets & Data Studio
- Jupyter Notebook / VS Code

Career Opportunities

- Data Analyst
- Business Analyst
- Machine Learning Associate (Entry Level)
- Business Intelligence (BI) Analyst
- Data Visualization Specialist
- Data Scientist (Entry Level)
- SQL / Database Analyst
- Reporting Analyst
- Financial Data Analyst
- Analytics Consultant
- Operations Analyst
- Supply Chain Data Analyst
- Customer Insights Analyst
- Risk & Compliance Analyst
- Marketing Analytics Specialist
- Data Quality & Governance Associate

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Top Industries Hiring

- IT & Software Development
- Banking & Financial Services
- Healthcare & Pharmaceuticals
- E-Commerce & Retail
- Manufacturing & Logistics
- Marketing & Advertising Agencies
- Telecom & Energy
- Consulting & Analytics Firms
- Government & Smart City Projects
- EdTech & Startups

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Certification & Career Support

- Industry-recognized Certificate of Completion
- Resume & LinkedIn Profile Building
- Interview Preparation Sessions

K-IDE

STED COUNCIL

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keralaide.com

THANK YOU !

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📍 TRIVANDRUM | KOCHI

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