



Certificate in Business Analytics

Topics

- **Introduction to Business Analytics**
Introduction to Business Analytics with real life application and major types of analytics including Descriptive Analytics, Predictive Analytics and Prescriptive Analytics. Decision Analysis (Decision Theory) calculation will be used as an example.
- **Types and Tools for Business Analytics**
MS Excel and PowerBI for Business Analytics to use as Tools
- **Excel Basic Functions and Conditional Formatting**
Basic Excel Functions like Sum, Average, Max, Min, Count, etc
Conditional Formatting with Icons, Bars, Colors, etc based on Logical values
- **Common Statistical Functions and Logical Functions**
Major Statistical Functions like Frequency, Standard Deviation, Chi-Square, Regression, Correlation, etc.
Major Logical Functions like IF, IFS, COUNTIF, etc
- **Lookup and Reference Functions**
To discuss about LOOKUP, HLOOKUP, VLOOKUP, INDEX, MATCH, etc.
- **Power Query and Dashboard in Excel**
Data Cleanup and to create a Dashboard
- **Pivot Table, Chart and Report**
To create a Dashboard and Interactive data
Report creations and connections with Slicer and Timeline
- **PowerBI Introduction**
Introduction to PowerBI Desktop and PowerBI App (Web Platform)
Difference between MS Excel and PowerBI
Difference between PowerBI and Google Data Studio
- **PowerBI Functions**
Import data from different sources and clean-up the data
Explain and discuss PowerBI Default Visuals and Functions
- **PowerBI Visualization**
More powerful visuals to use in PowerBI as free-to-use
- **PowerBI Dashboard**
Create a Dashboard in PowerBI and Publish

