Post Graduate Program in

BUSINESS ANALYTICS & BIG DATA SCIENCE

ISMT™
Business School

www.ismtindia.com

Your Pathway to DATA SCIENTIST & BUSINESS ANALYTICS PROFESSIONAL

International School of Management & Technology™

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THE MCKINSEY GLOBAL INSTITUTE has predicted that by 2018, the US alone could face a shortage of between 140,000 to 190,000 people with deep analytical skills, and a shortage of 1.5 million Managers and Analysts who can leverage data analysis to make effective decisions for their organizations.

14 highest-paying job titles in the technology industry....................
Data scientist is widely touted to be one of the hottest job titles of 2016.
These big data crunchers earn an average annual salary of $115,244.

Times of India, TOI Tech, 11 April 2016

Top performers in IT industry may get up to 25% hike; SMAC, BIG DATA skills continue to take centre stage in the sector...
The Economic Times, 1st April 2015

Data Scientist: The Sexiest Job of the 21st Century.
Harvard Business Review

Data analytics firms gear up to lure the best talent ...
The Economic Times, 24th June 2016
Analytics firms in India will soon face shortage of 2 Lacs Data Scientists.
The Hindu
The Worldwide Business Analytics market will grow from $37.7 Billion in 2013 to $59.2 Billion in 2018, attaining a 9.4% CAGR in the forecast period..
IDC(International Data Corporation)

WHY YOU SHOULD STUDY DATA SCIENCE

Data Science

Data scientists are concerned with the area called data mining. They employ advanced statistical methods and AI techniques to uncover patterns in the data that were previously unknown and possibly useful in marketing or process improvement. The commonly cited example is the beer and diapers correlation for men stopping at convenience stores after work. The data showed these two items were frequently purchased together. (The correlation was not actually acted on; it was uncovered by techs

Big Data

Every day, we create 2.5 quintillion bytes of data — so much that 90% of the data in the world today has been created in the last two years alone. This data comes from everywhere: sensors used to gather climate information, posts to social media sites, digital pictures and videos, purchase transaction records, and cell phone GPS signals to name a few. This data is big data.

Big data spans three dimensions: Volume, Velocity and Variety.

Business Analytics

Business Analytics is the study of data, through statistical and operation analysis, formation of predictive models, application of optimization techniques and the communication of these results to customers, business partners and colleague executives.

A Data Engineer designs, builds, and manages the information or 'Big Data' infrastructure. Essentially, they develop the architecture and systems which drive analysis and processing of data as well as ensure efficient functioning of these systems. They also gather and process raw data, integrate innovative solutions and algorithms into production systems and support business decisions with ad hoc analysis. Data engineers are required to work closely with IT teams and Data Scientist.

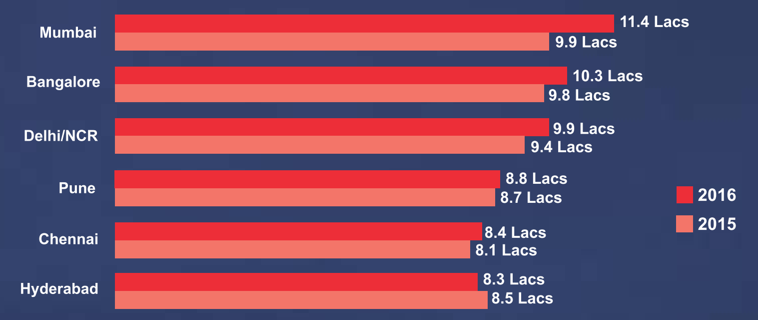
Big Data Analyst requires strong data mining skills, including ETL. At least a basic working knowledge of Big Data platforms, like Hadoop and Map Reduce, Pig and Hive is mandatory.

Using scripting languages like R and Python, a Big Data analyst should be able to generate business insights after processing the raw data.

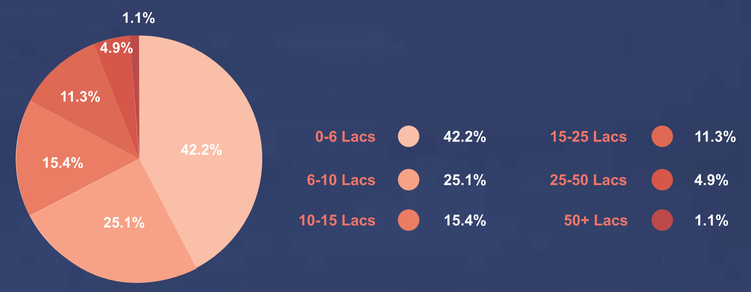
A data scientist primarily deconstructs structured and unstructured data, explores it through the use of "Predictive and Prescriptive Analytics", relates the insights obtained to the objectives of the firm and communicates their value to different business functions.
This role requires inter-disciplinary skills and high degree of proficiency with analytics languages, like SAS / R / Python as well as a good working knowledge of platforms like Hadoop.

	Descriptive What has happened?	Predictive What could happen?	Prescriptive What should we do?
Business Problems	How satisfied are my customers? How is my business performing, over the last one year? Where is company bleeding its revenues?	How many dissatisfied customers will leave in the next 6 months? Which of my customers is likely to default on payments? Do I have enough staff to answer calls?	How can I optimize my customer retention budget for maximizing ROI? How should we serve the customers to increase customer satisfaction?
How analytics helps?	What happened? Where exactly is the problem? How many, how often, where?	What will happen next? What if these trends continue? What could happen? What actions are needed?	What is the best possible outcome? What is the best outcome given the variability in specified areas?
Recommended Tools & Techniques	Business Intelligence: Reports, Dashboards	Predictive Models, Forecasts, Statistical analysis	Optimization, Machine Learning

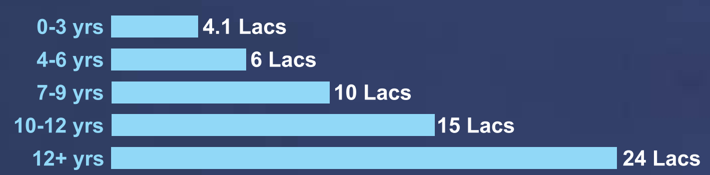
SALARY TRENDS ACROSS METROPOLITAN CITIES



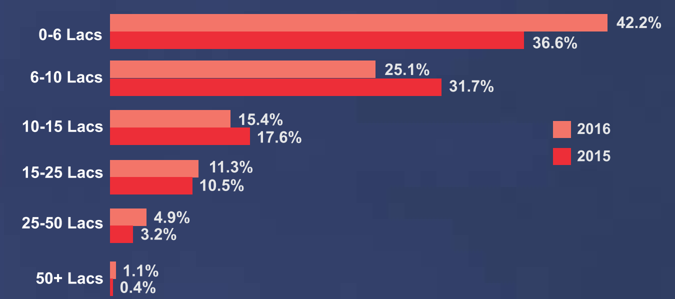
Comparison of Salary Trends Across Cities between 2015-2016



Percentage of Analytics Professionals Across Salaries in 2016

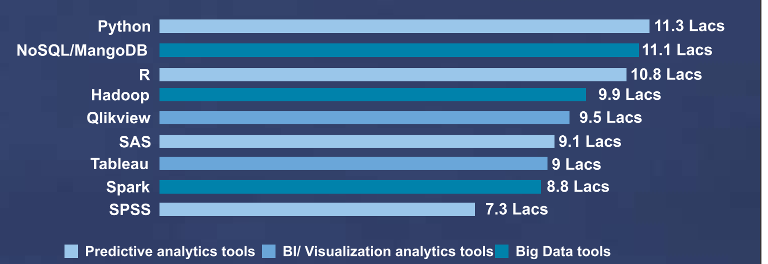


Salary Trends Across Experience Levels



Comparison of Salaries Between 2015-2016

Salary Of Analytics Professionals Across Skills



Salary Of Analytics Professionals Across Tools

* Courtesy: Analytics India Salary Study 2016 by Analytics India Magazine & Analytix Labs

Business Application for Multiple Industries

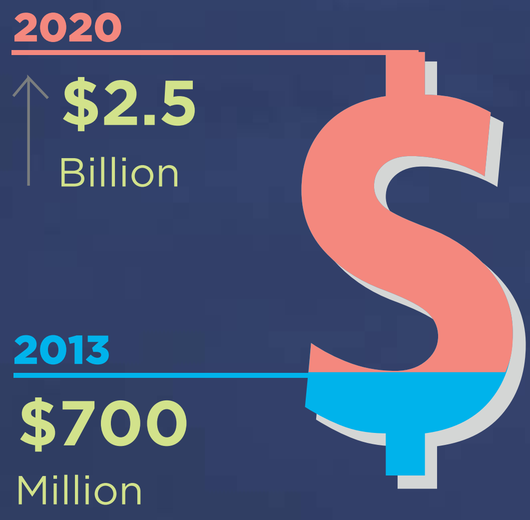
APPLICATION AREAS *include market analysis, consumer behavior, social network and segment analysis, recommend on systems, fraud and crime detection, healthcare delivery, healthcare fraud, health sciences, supply chain, finance, cyber security, libraries & network security.*

Sources: NASSCOM, Mckinsey, Heidrick and Struggles

RISK ANALYTICS INDUSTRY (India)

To grow by 300%

Indian Risk Analytics Industry is expected to grow to $2.5 billion by 2020 up from $700 million in 2013 at a CAGR of 20%.

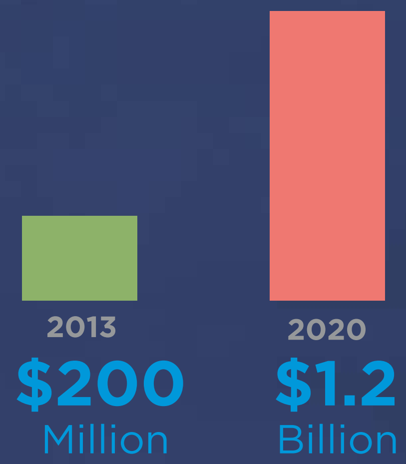


MARKETING ANALYTICS INDUSTRY (INDIA)

To grow to $1.2 BN USD by 2020

ndian Marketing Analytics Industry is projected to grow from 200 million USD to 1.2 billion USD in 2020 at a CAGR of 25%.

↑ 25% CAGR



5% INCREASE IN JOBS

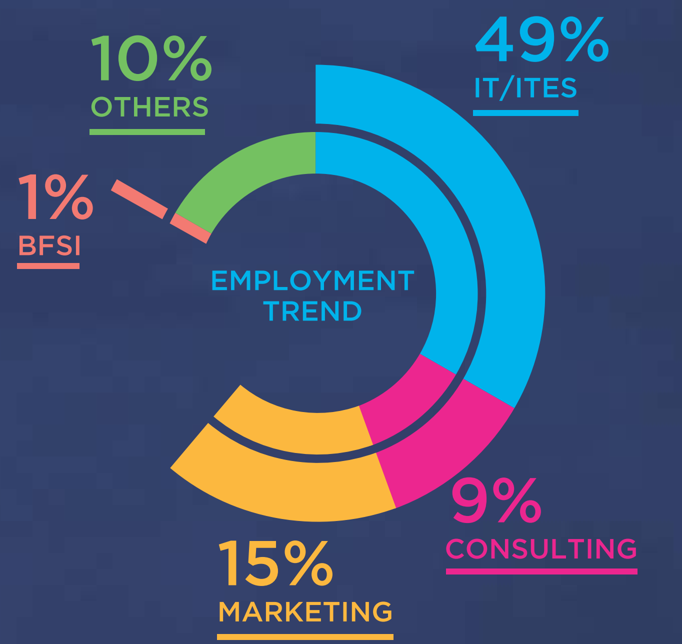
Supply in 2013

50,000

Demand by 2015

2,50,000

INDUSTRY WISE EMPLOYMENT OF ANALYTICS PROFESSIONALS IN INDIA



PROGRAM DETAILS

Basics:
- Introduction to Business Analytics 001
- Statistics 001
- Statistics 002
- Python 001
- Python 002
- R 001
- R 002
- java 001
- SQL
- Linux
- Tableau
- Qlikview

Technology:
- Hadoop 001
- Hadoop 002
- Datawarehousing
- NOSQL
- Hbase
- Cloud Computing
- Real Time Value
- Big Data Lake
- Spark 001
- Spark 002
- MONGODB 001
- MONGODB 002
- APACHE KAFKA
- APACHE IMPALA

Analytics:
- Business Analytics 002
- Business Analytics 003
- Data Visualization 001
- Data Visualization 002
- Data Visualization 003

Hands on:
- Hadoop project
- Machine Learning project
- Data warehousing project
- Data visualization project

Employability Skills Development Program
(Only for Full Time Course):
- Personality Development & Grooming
- Effective Communication Skills
- Business Communication
- Interview Preparation
- Mock Aptitude Test

About ISMT:

Welcome to ISMT Business School, Mumbai.

ISMT BS has been at the forefront of creating a new paradigm of management & Information Technology education that combines rigor and relevance to achieve the twin objectives of 'influencing practice' and 'promoting value based growth'. We strive towards holistic development that prepares you for life.

ISMT BS conduct programs, which integrate classroom teaching with industrial exposure in order to bridge the gap between theories and practice that most professionally trained managers encounter. We enable young minds from all across the country to make meaningful contributions to an ever-growing economy. The students at ISMT BS learn the latest and modern concepts, imparted additionally with sensitized socio-economic realities of the environment.

ISMT BS provides excellent infrastructure with unmatched industry trained faculty. The faculty provides valuable insights into the working of an organization - something that is hard to find in any of the textbook. In our continuous efforts at maintaining highest academic standards, we are receptive to improvements and keen to learn on all fronts.

This ongoing quest for excellence is a continuing process with no finish line and ISMT BS moves on...

Note: The course structure is tentative, ISMT believes in constantly upgrading its curriculum according to Industry requirements. ISMT can make necessary changes in curriculum anytime as per the need. All the Candidates are recommended to have a Laptop with minimum 2GB RAM.

Program Mode of Learning:

Mode: Full Time
Course Code: FT 01
Total Program: 36 Credit Units
Program Duration: 11 months
(350 hours including Classroom & Lab Sessions)
8 months of Class room training + Projects + Case Studies + 3 months of Internship
2 terms of 4 months each
Fees: 2,50,000/- + Service Tax.

Mode: Part Time / Weekend
Course Code: PT 01
Total Program: 36 Credit Units
Program Duration: 9 months
(250 hours including Classroom & Lab Sessions)
6 months of Class room training + 3 months (Projects + Case Studies + Online Learning
2 terms of 3 months each
Fees: 1,90,000/- + Service Tax.

Eligibility Criteria:

For Full Time:

- Bachelor's Degree in Engineering & Technology any field; Maths, Stats, Economics, Management, Physics, Biotechnology, ScienceHealth Science etc.(BE/BTech/ME/MTech/BScIT/ MScIT/ BScCS/MScCS/BSc-Maths,Statistics/MSc-Maths,Statistics /BCA/MCA/MSc/MBA)

For Part Time / Weekend :

Any Bachelors Degree with minimum two years experience in any field.

Education Loan:

All students joining ISMT programs receive assistance for Education loan, the details will be provided at the time of admission. The students are requested to contact administrative department of ISMT BS.

Placement Assistance:

All Candidates will be provided Placement Assistance after successful completion of course.

List of Organizations that hire for Big Data & Business Analytics are...

McKinsey	IBM	Flipkart	Citibank	Capgemini	KPMG
Amazon	Vodafone	Snapdeal	Accenture	Genpact	Cognizant
Google	Wipro	Mu Sigma	TCS	PWC	Barclays
Facebook	Lemoxo	Fractal Analytics	and many more...!		