

DATA & AI

Business Analytics with Gen AI

Connect data with business decisions. Build practical skills in analysis, dashboards and AI-assisted reporting.

3 months**5 days a week****2-3 hours a day**

Your learning path

10 modules covering the concepts, tools and practical work in this course.

01 Introduction to Business Analytics

- What is Business Analytics
- Difference Between Data Analytics & Business Analytics
- Role of Business Analyst
- Business Analytics Lifecycle
- Business Decision Making
- Applications of Business Analytics

02 Business Statistics

- Importance of Statistics in Business
- Types of Data
- Levels of Measurement
- Descriptive Statistics
- Inferential Statistics
- Probability Concepts
- Business Distributions
- Sampling Techniques
- Hypothesis Testing
- Correlation & Regression

03 Excel for Business Analytics

- Excel Basics for Business Analysis
- Data Cleaning & Preparation
- Business Formulas & Functions
- Pivot Tables & Charts
- What-If Analysis
- Dashboard Creation
- Business Reporting

04 SQL for Business Analytics

- Database Fundamentals
- RDBMS Concepts
- SQL Queries for Business Insights
- Joins & Subqueries
- Views & Indexes
- SQL Use Cases in Business

05 Power BI for Business Analytics

- Introduction to Power BI
- Power BI Architecture
- Data Modeling
- Power Query
- DAX for Business Metrics
- Visualizations
- Interactive Dashboards
- Publishing Reports

06 Python for Business Analytics

- Python Overview
- Business Data Handling with Pandas
- Data Analysis Techniques
- Exploratory Data Analysis (EDA)
- Visualization for Business Insights

07 Business Analytics Concepts

- Types of Analytics
- KPIs & Metrics
- Financial Analytics
- Marketing Analytics
- Sales Analytics
- Operations Analytics
- HR Analytics

08 Generative AI for Business Analytics

- Introduction to Generative AI
- AI vs ML vs Gen AI
- Prompt Engineering for Business
- Gen AI for Business Insights
- Automated Reporting
- Decision Support with AI
- Ethical AI

09 Projects & Case Studies

- Real-Time Business Projects
- Industry Case Studies
- Dashboard Projects
- Gen AI Integrated Business Project

10 Interview & Placement Preparation

- Resume & Profile Building
- Interview Preparation
- Mock Interviews
- Career Guidance

Curriculum: <https://gencorpusdatahub.com/courses/>