



# Predictive Analytics (Basic)

## Quick View

### Program Objectives

- Impart an understanding of Predictive analytics concepts, terms and basic techniques
- Equip with skills to analyze and interpret data, derive insights and make conclusions

**Duration:** 8 Hours

**Batch Size:** 15 – 30 persons

### Participant Profile

- Candidates desirous of acquiring Predictive analytics competencies
- Professionals with or without work experience in industry
- Graduate level qualified (UG/PG)

### Assessment

- Electronic / Online Assessment (Multiple Choice Objective type)

### Certification

- Certified Predictive Analytics Professional (Basic) (Participation and Course Completion) Certificate)

### Computing Facilities

- Laptop with Microsoft Excel (Ver-2003) running on Windows XP



## Course Outline

### Introduction

- Predictive Analytics (PA) Overview
- Business Value of Analytics
- Analytics - Application areas

### Measurement and Data

- Project Objectives
- Data - Scale and Types
- Sampling methods
- Descriptive Statistics
- Data Visualization and Distribution

### Statistical Inference

- Hypothesis Formulation
- Testing Hypothesis (Means and Variances - One & Two Sample)
- Non-Parametric Hypothesis Testing (One & Two Sample)

### Assessment and Feedback