

MBA Specialization in Business Analytics, Sushant University Gurgaon

(In Collaboration with Samatrix Consulting Pvt Ltd)

Sushant University
soaring high

Learn
From Day First in MBA BA with
Sushant University Gurgaon

- Analytics starting from Day 1
- Hands-on 20+ Software.
- Face 2 Face classes from Industry Experts.
- 10+ Certificate provided by Samatrix.io
- 125+ Project Oriented with practical handson
- Best & Advance curriculum.
- Free LMS till 2024(Industry Projects, Large vol. of Data ,Assignments, Interview Q)

ADMISSIONS
OPEN
FOR
THE
SESSION
2024-25

MBA-BA

Call Us-92059 66233/18002705520

About Samatrix.io

Samatrix Consulting Pvt Ltd is a technology company, led by IIT, IIM, Intel, HP alumni with deep industry expertise. It focuses on solving real business problems and developing the ecosystem through skill development in cutting-edge technologies. We have domain expertise in Artificial Intelligence, Machine Learning, Internet of Things (IoT), Big Data, Data Visualization, Augmented Analytics, Block chain, and Virtual Reality. We cater to finance, insurance, travel, logistics, media, entertainment and e-commerce domains. Samatrix Consulting Pvt Ltd was founded with an objective of democratizing Artificial Intelligence and Machine Learning by solving the critical business problems and assimilates the technical know-how among the students, teachers and professionals, with an objective to bring the benefits of artificial intelligence and machine learning to everyone.

By harnessing the explosion in computational power and digital data, the organization has been focusing to develop state-of-the-art solutions and algorithms to enable natural interaction between human and machine that can augment and enhance human skills and agility.

To harness the power of intelligent machines, it actively engages with research community by conducting technical conferences and workshops, and collaboration with universities and technical institutions in India. Its research groups include colleagues from industry and academia cover all the topics related to artificial intelligence to understand and make progress in matters of AI.

About Business Analytics & Learning Methodology:

Business Analytics is needed to be every industry for business insight. Any type of data information can be directed relate to business analytics techniques to get insight that can be used to improve things.

For example, many of the manufacturing Industries often record the runtime, downtime, and work queue for various machines and then analyze the data to better plan the workloads, so the machines operate closer to peak capacity.

Business analytics can do much more than point out bottlenecks in production. Gaming companies use data analytics to set reward schedules for players that keep the majority of players active in the game. Content companies use many of the same data analytics to keep you clicking, watching, or re-organizing content to get another view or another click.

Learning Methodology-Designed to help you become a successful Data/Business Analyst, this course is for those just starting their career in Analytics. It will teach you how to understand data fundamental, analyse the data methodology, techniques, powerful dashboards, Power BI & Visualization power of data along with a strong focus on case studies to ensure hands on learning. Once armed with analytics, you will also learn the powerful data visualization tool like Advanced version of Excel, Power Map, Power BI, Business Intelligence software, Tableau desktop version & other open source tools etc to present your analysis.

Course Designed for-Candidates from various quantitative backgrounds, like Engineering, programming level, mathematics who wants to head start their career in analytics & data science.

Requirement & Benefits-To understand this course, it is advisable to have a foundation level knowledge of data analysis & visualization understanding. Data Analytics & Visualization is needed to be every industry for business insight. The job profiles come out after completion of that program is Data analyst, Business Analyst, Business Intelligence, Data Scientist, Data Architect, Data Statistician, Database Administrator, Data & Analytics manager etc.(Tools req- Microsoft office 2013/16 version, Tableau desktop, Power BI etc.

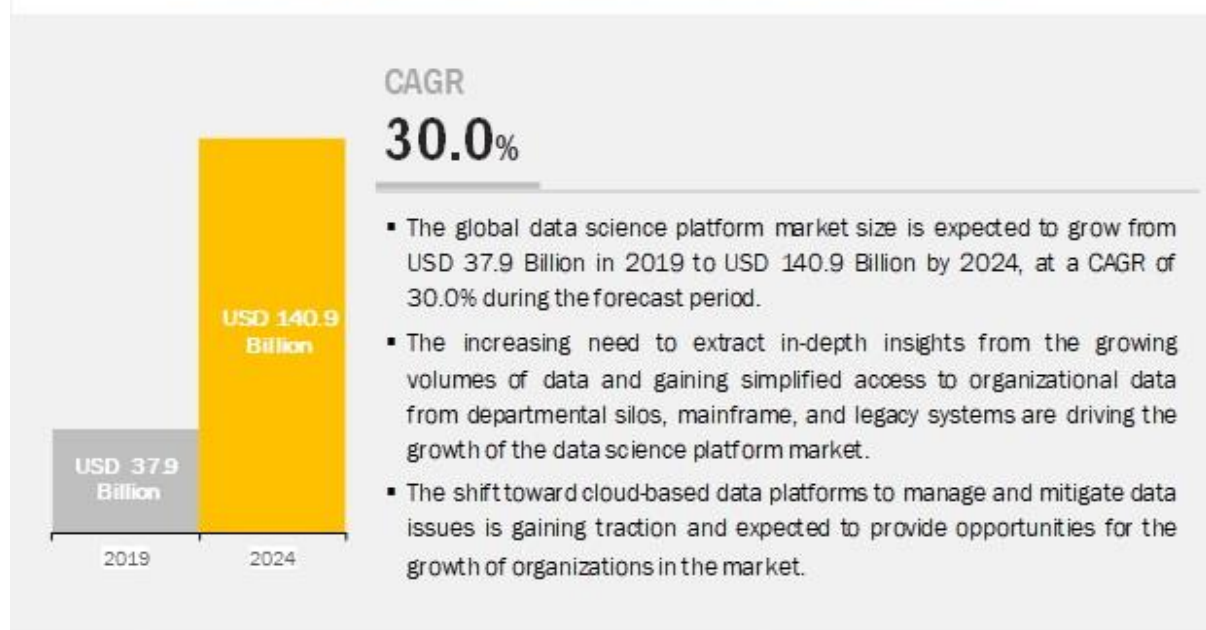
Program Highlights:

1. Industry based program offered by Sushant university in Gurgaon.
2. Face to Face classroom sessions by Industry experts
3. Business Analytics starting from 1st Semester till final Semester.
4. 125+ project on AI Data Analytics upload in Samatrix LMS.
5. Each Specialization subject taken by 2 Industry Experts.
6. 25+ software provided to enrolled students with Practical hands-on Industry Projects.
7. Free LMS(AI Enabled platform) free till 2026 with large vol of data, projects, Assignment, Industry Experts, Interview Questions.
8. Work on 25+ software's till entire programs
9. 6 to 10+ certificates will be provided to all the enrolled students by Samatrix.io.
10. Certification Courses and Project based learning.

11. Strong curriculum starting from day first till final year with in-depth content throughout 2 years
12. Gain Hands on experience with machine learning components, intelligent reasoning & various other AI tools & technologies.
13. Placement/Internship assistance program
14. Acquire ability to design models, intelligent solutions in variety of domains & business applications
15. Career development Classes from first semester for overall development of students.
16. Exposure of In-house Incubation Cell nurturing various Start-ups.
17. Excellent Result, Placement and University Rank holders.
18. Indoor & Outdoor Playgrounds for all Games.

Business Analytics Market

Attractive Opportunities in the Data Science Platform Market



Source: Secondary Literature, Expert Interviews, and MarketsandMarkets Analysis

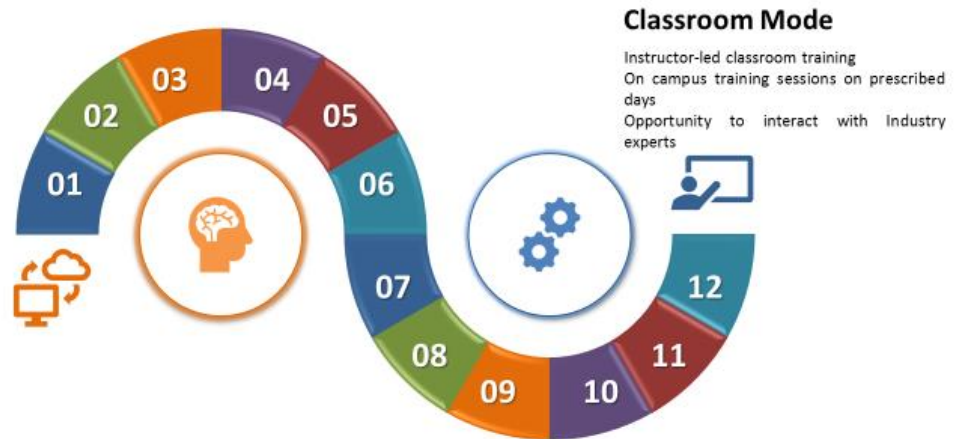
Data Science & Analytics Industry Impact



The Data Visualization tools & techniques.



Program Delivery Mode



About Samatrix Consulting Pvt Ltd



Vishal Jain (AI/ML/DL/Blockchain)

Vishal is a business leader with 20 years of experience in managing complex global projects, problem solving, and building growth teams. He is an entrepreneur and he is successfully running an e-commerce company. During his tenure with Intel Technology India Pvt Ltd, he managed global teams and projects in Business Intelligence, data analytics, data storage, Google search, enterprise portal and HR domains. He has worked in go-to market strategy, marketing, product development, operations and enterprise IT architecture in Hi-Tech, gaming and retail domains. He is an alumn of IIT Kharagpur and IIM Ahmedabad



Sunny Pathak (Data Science/Analytics/Visualization/Consumer behavior Analytics/Strategy)

Sunny is a former Business Consultant & Analytics & Visualization expert having 10 Yrs exp and worked with prestigious companies like FICCI, MobiKwik, Samsung, DDB Mudra Group OMNICOM, INTEX & FRANCHISE INDIA, REMAX LLC rich experience. Sunny is an expert as Research Scientist, Industry Lifecycle, Consumer Behaviour, Strategy/Mentor in Big Data, Visualization, Analytics, Idea Generation, Marketing Analytics, Boost up, and Career Coach. He has worked extensively in domains such as Sales Analyst and Forecasting expert, Market Research, Brand positioning, Data strategies, Consumer behaviour Analytics and Pricing for clients in various sectors like Payment solution, E-commerce, Advertising Agency, Automotive, Banking, Hi-tech, Pharma, Telecom & Mobile, Consumer Durable and Electronics.

FAQ:

- What are data analytics used for?

Data analytics refers to qualitative and quantitative techniques and processes used to enhance productivity and business gain. Data is extracted and categorized to identify and analyse behavioural data and patterns, and techniques vary according to organizational requirements.

Data analytics is the science of analyzing raw data in order to make conclusions about that information. The techniques and processes of data analytics have been automated into mechanical processes and algorithms that work over raw data for human consumption. Data analytics help a business optimize its performance.

- How hard is data analytics?

No Data Analytics is neither tough nor easy. You just need to focus on studies and learn the concepts of Data Analytics which includes Python , Data Science, Data Analytics using Python.

- Is Data Analytics a good career?

Data Analytics career prospects depend not only on how good are you with programming —equally important is the ability to influence companies to take action. As you work for an organization, you will improve your communication skills.

- Why is data visualization important?

Data visualization is the representation of data or information in a graph, chart, or other visual format. It communicates relationships of the data with images. This is important because it allows trends and patterns to be more easily seen. ... That fact showcases the importance of data visualization

- Does data Analytics require coding?

No, not necessarily; as the course curriculum covers all the required programming languages from scratch. A STEM background however may be a bit beneficial.

- These MBA in DAV programs provide the job profiles:

- Business Analyst.
- Data Analyst
- Consumer behaviour Analyst.
- Brand Specialist-Marketing Department.
- Data Analytics - Sales Force Effectiveness
- Associate Analyst.
- Primary Research
- Market Research Analyst.
- Asst Manager-Business Analyst.
- Risk Analyst.

- Leading Recruiters- Trained professionals are needed by technologically driven companies

across the platforms?

- Google
- Amazon
- DDB Mudra Group
- Omnicom
- LINTAS
- ZS Associate
- Unicorn
- Zee Television
- Swiggy
- MakeMyTrip
- Oracle
- Genpact
- HDFC Bank
- FMCG Companies & All Advertising Agency.
- E-commerce companies like Snapdeal/ Flipkart