

DATA ANALYTICS FOR CAREER GROWTH

Decode Data Power - Build Your
Career with our Data Analytics Course!

Unlock Insights Like a Pro: Become a
Data Analytics Expert with **DigiAM**...



We Build Quality & Trust



Ministry of Corporate Affairs &
An ISO Certified Organization

For More Information:

 www.digiam.in



Welcome

DigiAM is India's trusted digital marketing & IT training company, and DigiAM works in 3 domains: training, development & placement. DigiAM offers certifications in various fields, including Digital Marketing, e-Commerce Marketing, Python, Video Editing, Data Analytics, Data Science, Graphic Designing, Web Designing, Web Development and etc. DigiAM delivers training to students, Job Seekers, business professionals, and entrepreneurs.

DigiAM has 5 offices in India, and we have trained more than 2978+ trainees. Our program course is specially developed by a group of more than 50+ experts coming from the area of Digital Marketing and the IT sector. And our mission provides quality training, and we build quality & trust.

DigiAM is powered by DigiAM India Pvt. Ltd., established in early 2016, and delivers certified digital marketing & IT training in India.

Who We Are?

DigiAM is a venture of DigiAM India Pvt. Ltd. We provide Digital Marketing & IT Training to Students, Corporats, Professionals, Entrepreneurs and Job Seekers...

Our Mission

Our mission is to provide quality education with 100% practical training at an affordable fee.

We work with IT industry experts to design and develop standards that define the IT skills and capabilities required of today's professionals. Our certifications deliver the best current practice, theory, practical work with projects and applied skills in IT, and are recognized and respected across all industry sectors.

Gaining a certification from DigiAM will ensure you have the essential skills and knowledge needed to excel as an IT professional. Through a series of comprehensive, structured, you will know how to integrate key IT tactics and practices into your development and measure the success of your IT growth.





India's Most Certified Data Analytics
Program Delivered by **DigiAM**

2978+

**TRAINEES SUCCESS
STORIES**



Module 1

Introduction to Data Analytics

- What is Data Analytics?
- Types of Analytics: Descriptive, Diagnostic, Predictive, Prescriptive
- Applications of Data Analytics in Industries
- Data Analytics Lifecycle
- Difference Between Data Analytics, Data Science & Business Intelligence

Module 2

Excel & Spreadsheet Analytics

- Excel Basics & Shortcuts
- Data Cleaning & Preprocessing
- Formulas, Functions & Conditional Formatting
- Pivot Tables & Charts
- Data Analysis ToolPak
- Dashboard Creation in Excel / Google Sheets

Module 3

Statistics & Mathematics for Data Analytics

- Descriptive Statistics (Mean, Median, Mode, Variance, Standard Deviation)
- Probability & Distributions
- Hypothesis Testing (t-test, chi-square, ANOVA)
- Correlation & Regression Analysis
- Sampling Techniques
- Time Series Basics

Module 4

SQL for Data Analytics

- Introduction to Databases
- SQL Basics: SELECT, WHERE, ORDER BY
- Joins & Subqueries
- Aggregations (COUNT, SUM, AVG, GROUP BY)
- Window Functions
- Data Manipulation (INSERT, UPDATE, DELETE)
- Case Studies on Business Data Queries

Module 5

Data Visualization

- Importance of Data Visualization
- Charts & Graphs Selection
- Tableau / Power BI Basics
- Creating Interactive Dashboards
- Storytelling with Data
- Visualization Best Practices



Module 6

Python for Data Analytics

- Introduction to Python
- Data Types, Variables, Loops & Functions
- Libraries for Data Analytics: NumPy, Pandas, Matplotlib, Seaborn
- Data Wrangling & Preprocessing
- Exploratory Data Analysis (EDA) with Python

Module 7

Advanced Analytics

- Machine Learning Basics for Analytics
- Predictive Modeling (Linear & Logistic Regression)
- Clustering (K-Means, Hierarchical)
- Decision Trees & Random Forest (Introductory level)
- Sentiment Analysis Basics
- Time Series Forecasting (ARIMA, Prophet basics)

Module 8

Big Data & Cloud Analytics

- Introduction to Big Data Concepts
- Hadoop & Spark Basics
- Cloud Platforms (AWS, Azure, Google Cloud)
- Working with BigQuery / Redshift for Analytics
- Data Pipelines & ETL Process

Module 9

Business Applications of Analytics

- Marketing Analytics (Customer Segmentation, Campaign Performance)
- Sales Analytics (Revenue Forecasting, Pipeline Tracking)
- HR Analytics (Attrition Prediction, Employee Performance)
- Finance Analytics (Risk, Fraud Detection, Profitability)
- Operations Analytics (Supply Chain, Inventory Optimization)

Module 10

Data Ethics & Governance

- Data Privacy & Security
- GDPR & Compliance Basics
- Data Quality Management
- Responsible & Ethical Use of Data



Module 11

Mini Projects

- Sales Dashboard (Excel/Power BI)
- SQL Case Study (Retail Database)
- EDA Project in Python
- Interactive Tableau Dashboard

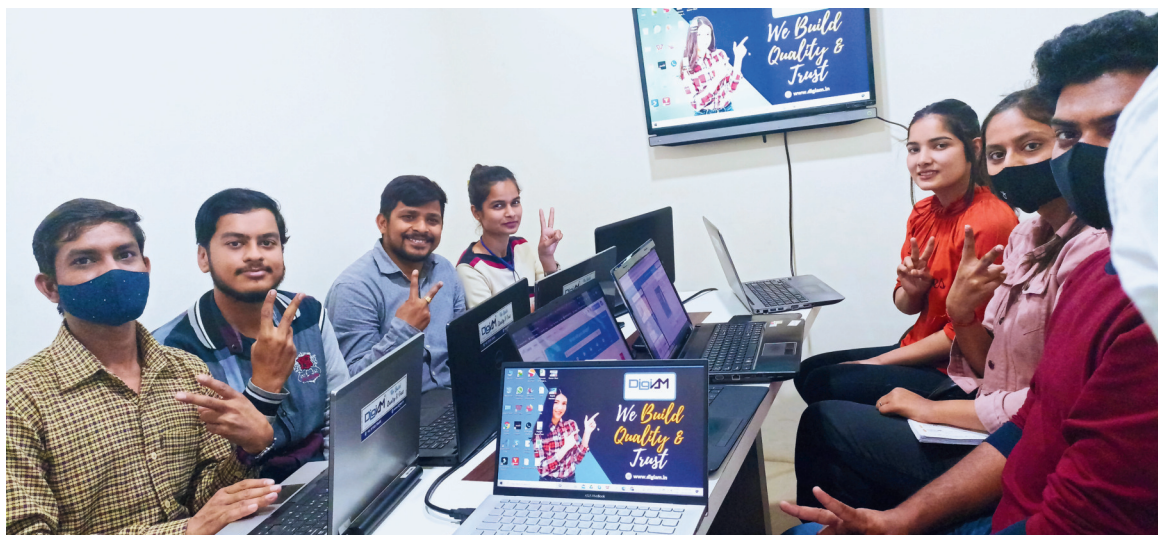
Module 12

Capstone Project & Certification

- Real-World Industry Project (End-to-End Data Analytics Pipeline)
- Documentation & Report Writing
- Project Presentation
- Final Assessment & Certification



Our Achievements:



Our Achievements:



DigiAM Placement:



ANKITA SHARMA
(ELDECO GROUP)



CHITRA PANDEY
(BAJAJ FINSERV)



ANKIT DADHEECH
(VCOMMISSION)



SARFARAZ ALAM
(ROOTER)



SHERYA PODDAR
(VEHICAL CARE)



SUYASH SHARMA
(FREELANCER)



UTKARSHA DEVYANI
(FERNS N PETALS)



SHIDHARTH CHABRA
(BANK OF AMERICA)



AMAN DAGUR
(CREATION BIOTECH)



SHIVANI DEVAL
(THRIVING TECHNOLOGIES)



ARPIT SHUKLA
(SRMS)



JASVINDER SINGH
(SPORTS KEEDA)



YOGESH SARASWAT
(JK CEMENT)



ANUBHAV SAXENA
(PAVITRA MENTHA)



TRIBHUVAN BOHRA
(STAGE)



DEEPTI SHUKLA
(GUARDIAN LIFE)



ANKITA BHARDWAJ
(OK ACQUIRED)



DEEPIKA SHARMA
(LEGAL SALAH)



SHHADHAT HUSSAIN
(ACCENTURE)



SHAQIB MALIK
(E GLOBAL SOFT)



FAQ'S

- **In case I missed my session.**
You'll be able to cover your topics in upcoming batches or the next session at zero cost.
- **If I could not understand the topics.**
You can take an extra session or learn in upcoming batches.
- **Do you provide training material?**
Yes! We do provide training materials in soft copy through the application.
- **Do you offer customization of training?**
Yes, we do; we consider every single requirement of our trainees and then customize their training according to their needs.
- **Do you provide Courses & Training?**
Yes! We provide both Courses & Training, so you can join both modes of the program according to your needs.
- **If you are a working professional.**
Our batch timings are flexible. So you need not be worried about that. You can join us at your convenience.
- **What about placements?**
We provide 100% placement support.
- **How much salary can I expect?**
It depends on your training program and field. What you choose. But at the fresher level, you can get around 3 Lakh to 6 Lakh per annum.
- **Eligibility criteria for joining**
If you have a successful pass-out graduate & postgraduate with a technical degree in any discipline from a recognized college/university.

Boost Your Career Growth & Master Skills to Become an Expert in...



Data Collection & Preparation



Exploratory Data Analysis & Visualization



Predictive & Prescriptive Analytics



Reporting, Automation & Performance Optimization



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MAKE YOUR LIFE DIGITAL

DigiAM India Pvt Ltd



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