

# WELCOME TO REFONTE LEARNING

---

BUISNESS ANALYTICS



Refonte Learning



### *About*

We are a leading IT company specializing in business analytics. We're excited to unveil our newest data analytics cohort, representing our continuous efforts since 2016 to develop a cutting-edge scientific trading robot based on Artificial Intelligence for the crypto currency futures market.

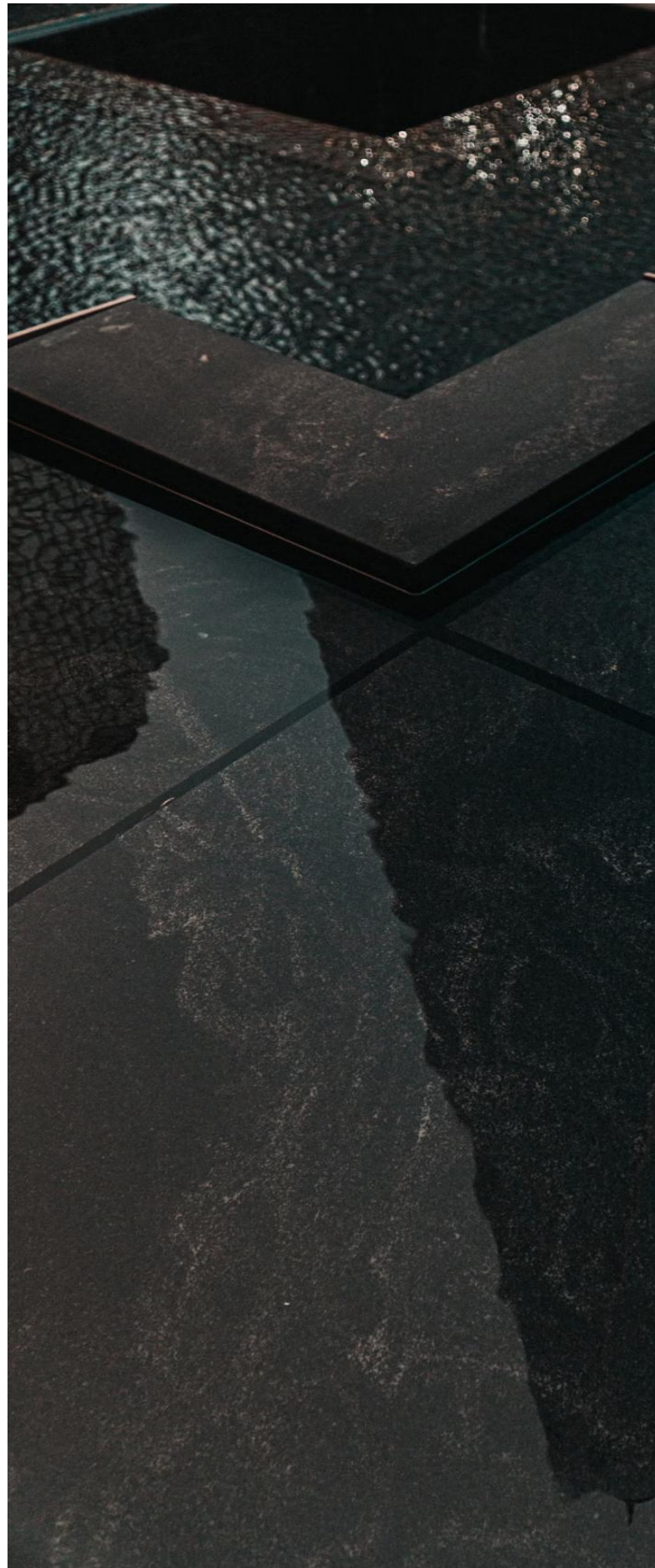
---

Business analytics plays a crucial role as companies leverage statistical methods and advanced technologies to extract valuable insights from historical data, empowering them to enhance strategic decision-making capabilities. Our institution provides a comprehensive curriculum encompassing data management, visualization, predictive modeling, and decision analysis. We prioritize effective communication and collaboration skills, acknowledging their importance in the field. Our modules are dedicated to refining communication abilities, fostering teamwork, and enhancing project management expertise.



## **REFONTE INTERNATIONAL TRAINING AND INTERNSHIP PROGRAM (RITIP) IN BUSINESS ANALYTICS**

Welcome to the dynamic domain of business analytics! As a participant in the RITIP Program, you'll gain the skills and knowledge required to commence a flourishing career in this field. Our inclusive program provides instruction in the fundamental principles, methodologies, and tools vital for examining business data. Within our curriculum, you'll explore data management, visualization, predictive modeling, and decision analysis, guaranteeing a comprehensive learning experience and laying the groundwork for a prosperous career in business analytics.



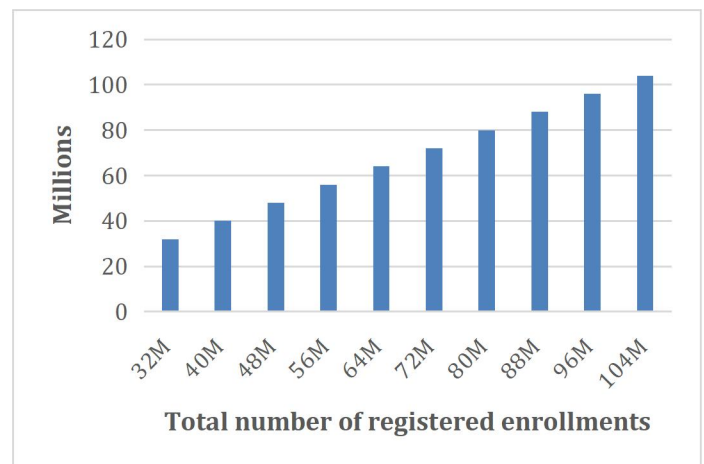
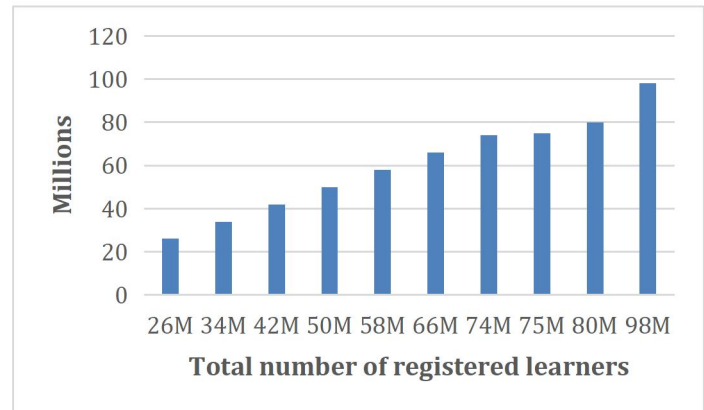
## Details of the course:

- An analytics program focused on decision-making.
- Weekly live classes
- Provide hands-on experience with real-life case studies.

## Registration

Enrollment is currently available for our newest session in business analytics.

Seize this chance to enhance your skills and propel your career forward! For further details and registration, please visit our website. We anticipate having you in our classes!



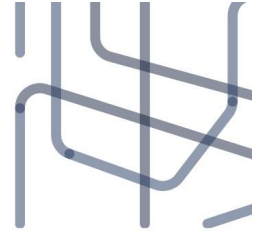
## Internship Duties and Responsibilities

- Employ machine learning and data mining methodologies to derive insights from extensive datasets, including identifying Excel interface structures.
- Utilize Python programming expertise to conduct Exploratory Data Analysis (EDA) within genuine business contexts, with a focus on risk analytics within banking and financial sectors.
- Contribute to RSVP Movies' 2023 global audience project, gaining insight into the film production industry.
- Develop and optimize model performance through scientific testing, employing cutting-edge modeling technologies such as no-code databases and data mining.
- Collaborate with a team of professionals to construct machine learning pipelines for various applications in commerce, financial markets, and procurement.
- Engage with internal stakeholders to delve into business data, formulate hypotheses, and assess strategy impacts using methods like T-tests.
- Address specific challenges and devise innovative solutions by adapting modeling technologies such as bike-share systems.
- Master and apply intricate analytical techniques using tools like Tableau, and effectively communicate data analysis procedures and outcomes through reports and presentations.

## Training Learning Path

- Specialization Overview
- Excel Mastery
- Business Analytic with Python
- Exploratory Data Analysis (EDA) and Visualizations
- Data Management and Analytical Techniques
- Tableau Proficiency
- Narrative through Data
- SQL Database Operations
- Industry Insights
- Effective Communication and Collaboration
- Visual Presentation of Data

## SAMPLE INTERNSHIP CERTIFICATE



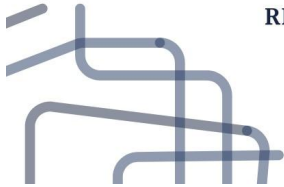
# CERTIFICATE OF ACHIEVEMENT

This certificate is presented to:

*John Doe*

---

This certificate is given to John Doe for achieving his training in  
Data Analysis in UK under Refonte Learning



REPRESENTATIVES



DATE: 01-01-2024  
RLTPXXXXXX





## Domain of Internship Projects

- Retail Sector
- E-commerce Industry
- Web and Social Media Platforms
- Banking Domain
- Supply Chain Management
- Healthcare Sector
- Finance and Accounting Industry

### Program Curriculum:

- Eligibility:Mandatory: Bachelor's Degree (in any field) with a minimum 50% aggregate score at Graduation.
- Duration: 3 Months
- Time Commitment: 12-14 Hours per Week





Tools, Programming Languages, and Libraries

Excel

Power BI

MySQL

Python

Pandas

Numpy

Matplotlib

Seaborn

Scikitlearn

Reporting and Tableau

## Introduction to Data Analytics

### Data Analysis in Excel:

- Getting Started with Excel
- Exploring Shortcuts
- Advanced Functions
- Chart Types
- Analyzing Data with Pivot Tables
- Advanced Formulas and Functions Mastery

### Python for Business Analytics:

- Fundamentals of Python
- Python Data Types
- Data Visualization in Python
- Markdown in Python
- Data Structures
- Object-Oriented Programming in Python
- Handling Missing Values
- Exploratory Data Analysis with Python

### Statistical Methods for Decision

#### Making:

- Introduction to Probability
- Probability Distributions
- Hypothesis Testing and Distribution Analysis
- Goodness of Fit Tests





### **Statistical Analytics & Predictive Modeling:**

- Linear Regression
- Logistic Regression
- Linear Discriminant Analysis
- Decision Analysis
- Data Transformation for Actionable Insights

### **SQL Programming:**

- Introduction to Database Management Systems (DBMS)
- Schema Design and ER Diagrams
- Joins and Constraints
- Normalization Techniques
- Subqueries and Aggregations
- Set Operations and Analytic Functions
- Grouping and Filtering Data

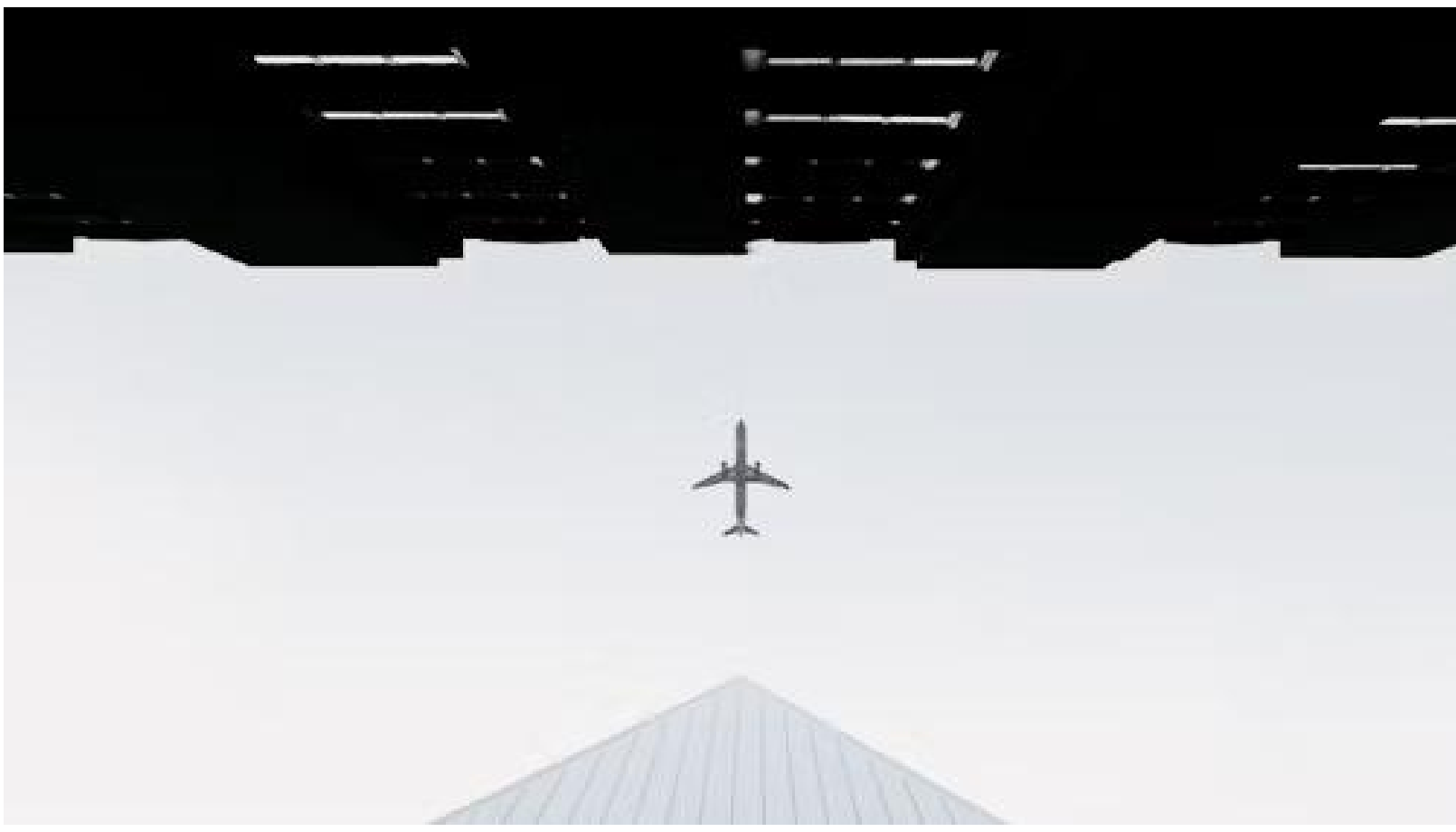
### **Querying and Manipulating Data**

#### **Problem Solving Skills:**

- Introduction to Problem Solving Strategies
- Approaching Business Problems
- Tools for Problem Solving
- Building Persistence and Resilience
- Collaboration and Adaptability
- Analytical and Creative Thinking
- Guesstimation Techniques

## Introduction to Data Visualization:

- Exploring Data Visualization
- Introduction to Tableau Software
- Fundamental Charts and Dashboard Creation
- Dashboard Design Principles, Calculated Fields
- Visual Analytics: Crafting Narratives with Data
- Understanding Descriptive Statistics, Dimensions, and Measures
- Advanced Dashboard Design: Optimizing Components and Principles
- Specialized Chart Types Exploration
- Hands-on Projects Using Tableau





## Hands-On Projects:

- Excel Assignment: Visualize hospital dataset utilizing Excel.
- Statistical Analysis Project: Investigate live stock price data to examine company stock trends.
- EDA Case Study: Implement EDA techniques in risk analysis to mitigate lending risks.
- Bike-Sharing System Evaluation: Explore bike-sharing data and usage trends.
- IPL Data Examination: Analyze data from the Indian Premier League cricket tournament.
- Data Presentation: Summarize project findings and key insights.
- Global Movie Release Planning: Strategize the global release of a movie in 2023 by RSVP Movies.



## Frequently Asked Questions:

**Q: How long is the program duration?**

A: The program spans a 3-month training and internship period.

**Q: Will participants receive a certificate upon completion?**

A: Yes, participants will be awarded a certificate for both the training and internship phases.

**Q: Is the internship paid?**

A: No, the internship is unpaid.

**Q: Will participants receive mentorship?**

A: Yes, participants will receive personalized 1:1 mentorship.

**Q: What industries will participants work with during the internship?**

A: Participants will have the opportunity to collaborate with companies across various industries, depending on their skill set.

**Q: Is there a fee for the training program?**

A: Yes, a minimal fee is required for participation in the training program.

**Q: What is the program format?**

A: The program comprises a blend of training sessions and internship experience, supplemented by 1:1 mentorship.



## REFONTE LEARNING SUPPORT

### **Student Support Team:**

- Our dedicated Student Support team is available around the clock, 7 days a week.
- Feel free to reach out to us anytime at [official@refontelearning.com](mailto:official@refontelearning.com).

### **Industry Mentors:**

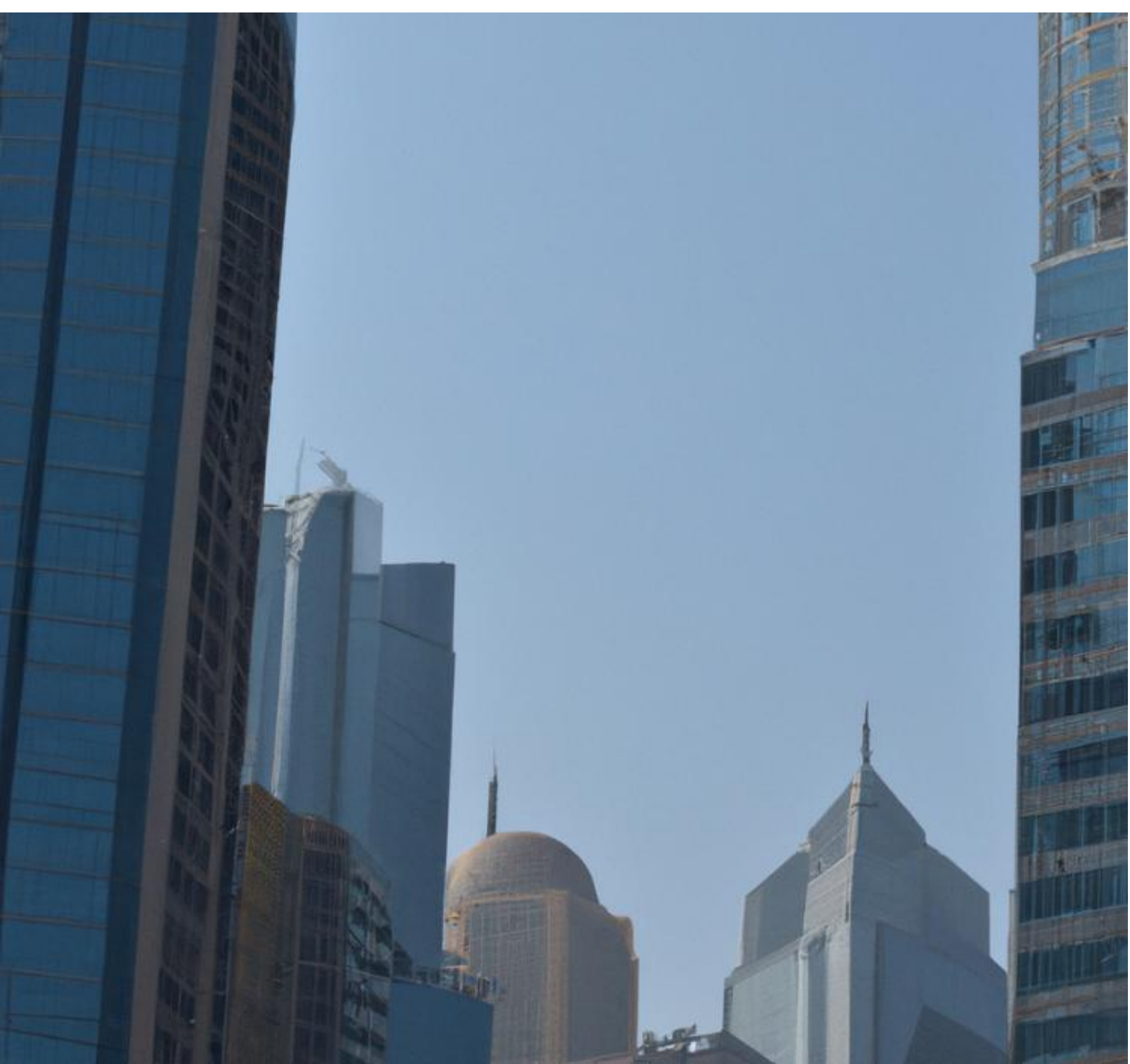
- Benefit from exceptional guidance provided by industry mentors, teaching assistants, and graders.
- Receive individualized feedback on your submissions and tailored guidance for improvement.

### **Doubt Resolution:**

- Utilize our Q&A Forum for prompt resolution of doubts by industry experts and peers.
- Rest assured, all responses are expert-verified to ensure the highest quality of learning.

### **Expert Feedback:**

- Receive personalized expert feedback on assignments and projects.
- Engage in regular live sessions conducted by experts to address any concept-related doubts you may have.



## CONTACT US

[official@refonlearning.com](mailto:official@refonlearning.com)

REGISTER NOW!



Refon Learning