KPMG Business Analytics Training
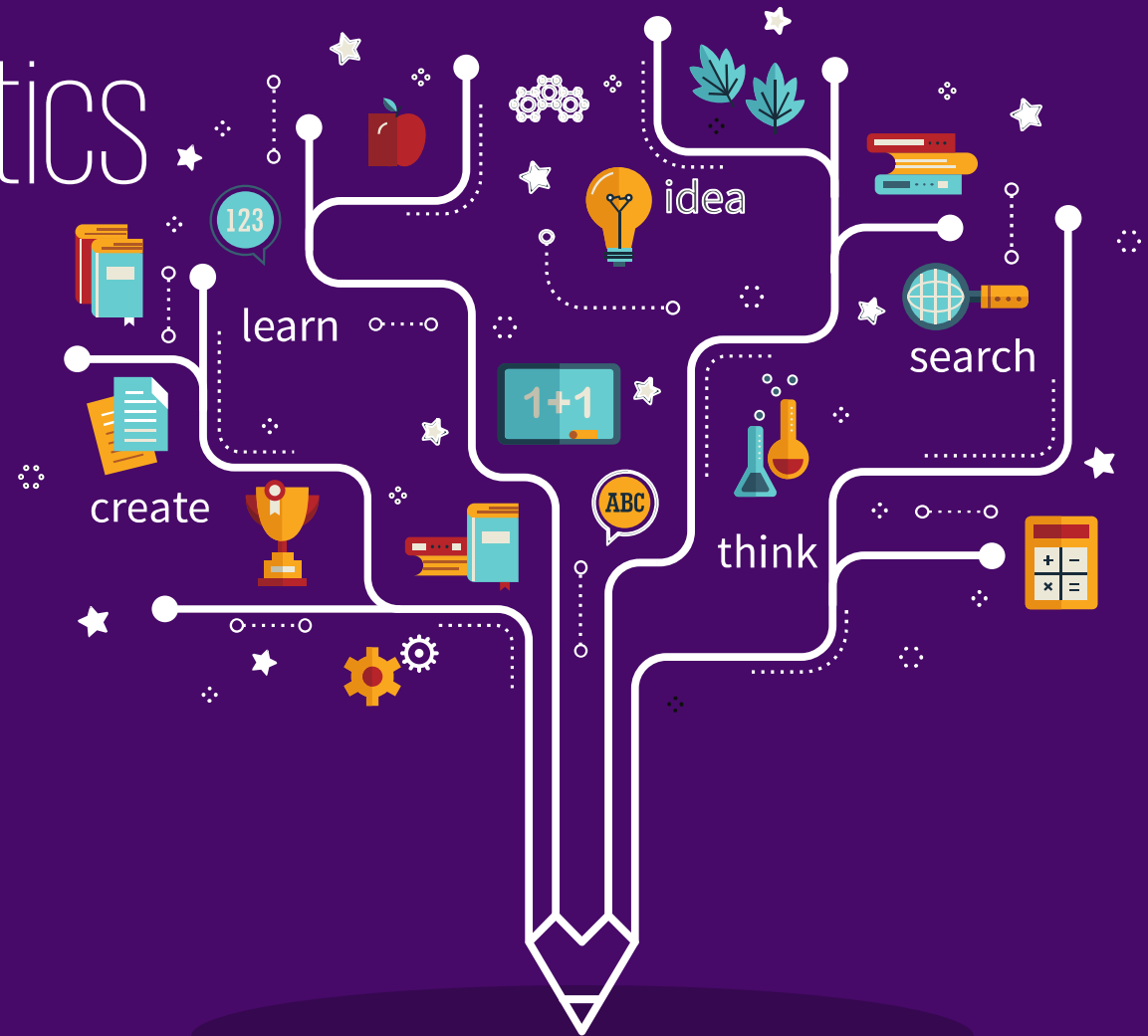
March 2024 | [Draft for discussion purposes only]

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Business Analytics learning: business context

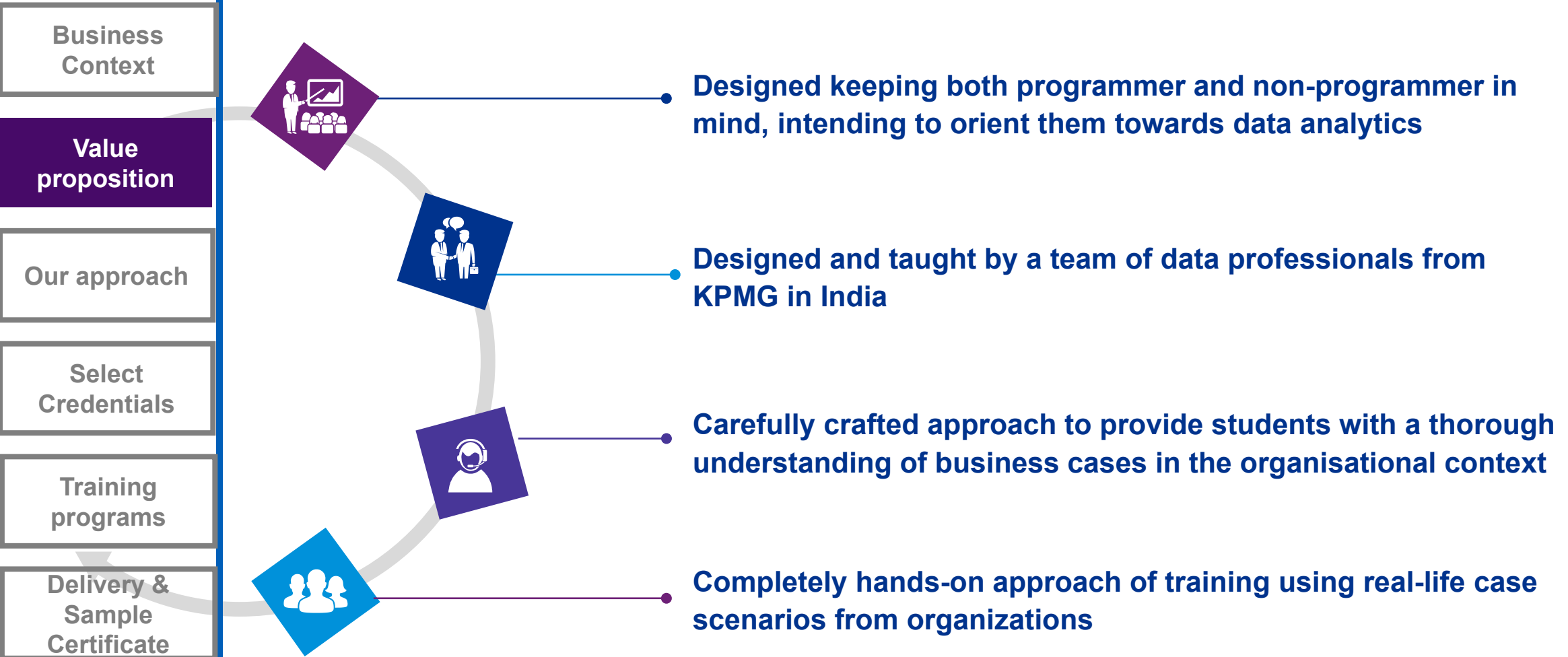In this digital age, the scope of business analytics as a career has grown immensely. This is evident from the increase in jobs for professionals with a qualification in business analytics and it is also estimated that in the next few years, the size of the business analytics market may evolve rapidly in the global scenario.

It is quite probable that there might soon be an acute shortage of skilled data analytics professionals to cater to the growing demand in the industry.
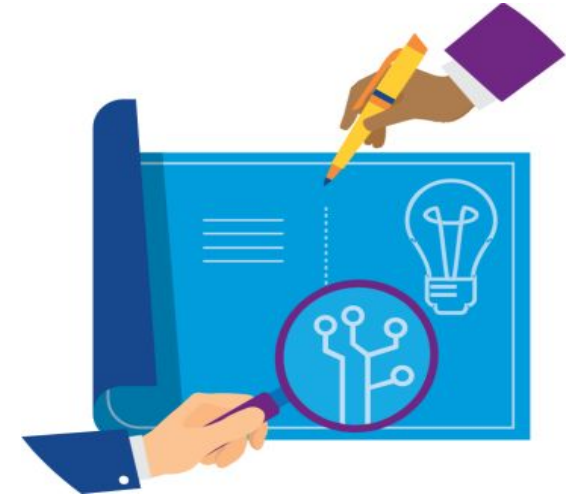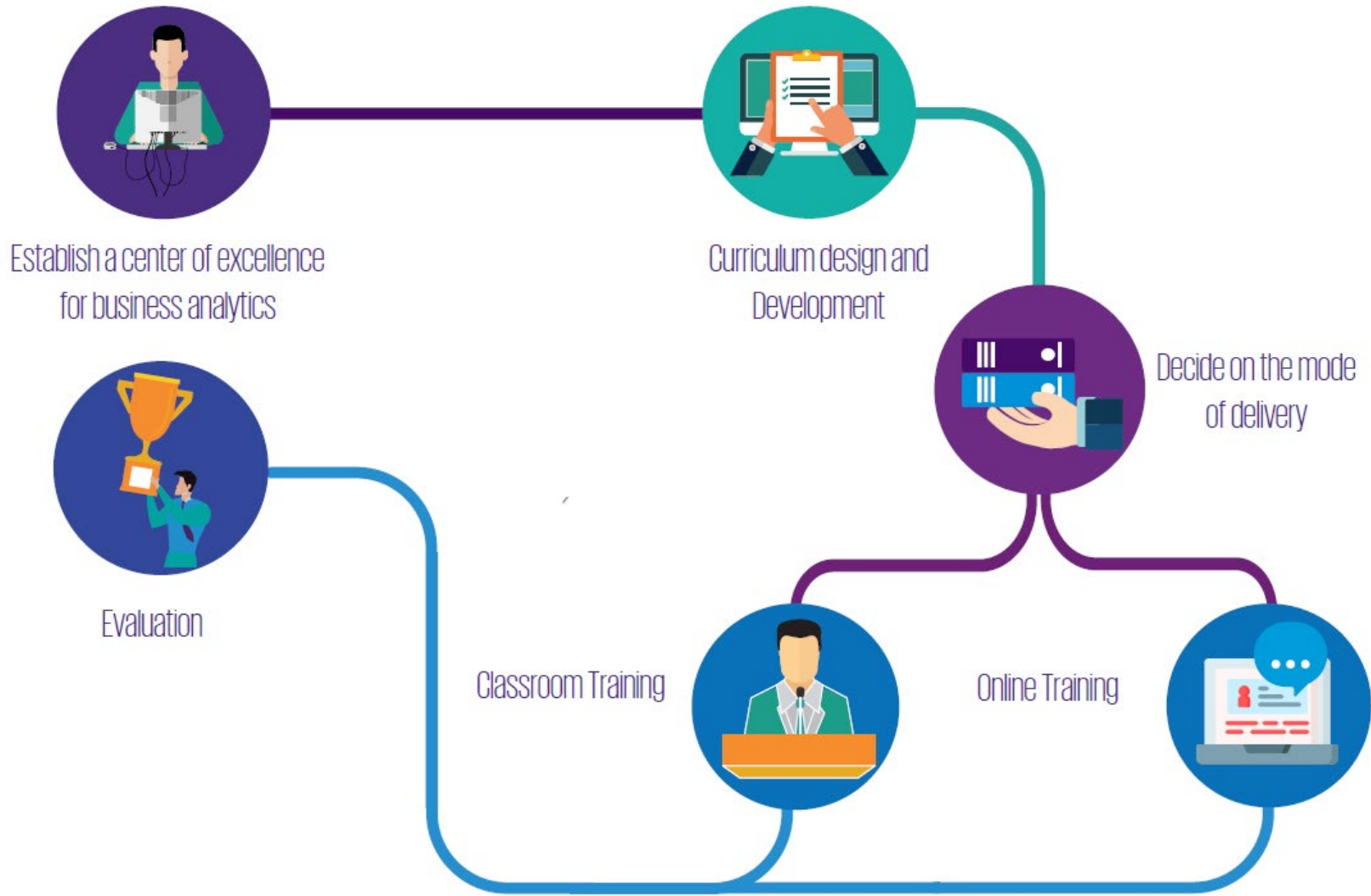
To meet the inevitable demand for skilled and equipped business analytics professionals, KPMG in India has designed training courses, specially keeping in mind students of various undergraduate and masters programmes. These courses seek to give participants hands-on exposure to powerful tools used to analyse data. They aim to familiarise participants with practical, real-world data analysis.

Value proposition

Business Context

Value proposition

Our approach

Select Credentials

Training programs

Delivery & Sample Certificate

Designed keeping both programmer and non-programmer in mind, intending to orient them towards data analytics

Designed and taught by a team of data professionals from KPMG in India

Carefully crafted approach to provide students with a thorough understanding of business cases in the organisational context

Completely hands-on approach of training using real-life case scenarios from organizations

Business Analytics offering – Our approach

Business Context

Value proposition

Our approach

Select Credentials

Training programs

Delivery & Sample Certificate

Establish a center of excellence for business analytics

Curriculum design and Development

Decide on the mode of delivery

Evaluation

Classroom Training

Online Training

Business Analytics Offering – Learning Approach

Our Learner centric approach follows Scenario Based Integrated Training.

Trainer

Each Session covers
- ➢ Business Scenario
- ➢ Problem Formulation
- ➢ Approach to solution

Learning Ecosystem

- ➢ Individual Queries
- ➢ Technical Assistance on tool

Participant 1	Participant 2	Participant 3	Participant n

Concept	Skills	Business Awareness	Validation
through lecture and self-learning material	through hands-on lab sessions	through case studies	through interactive evaluation of students

Sidebar navigation:
- Business Context
- Value proposition
- Our approach
- Select Credentials
- Training programs
- Delivery & Sample Certificate
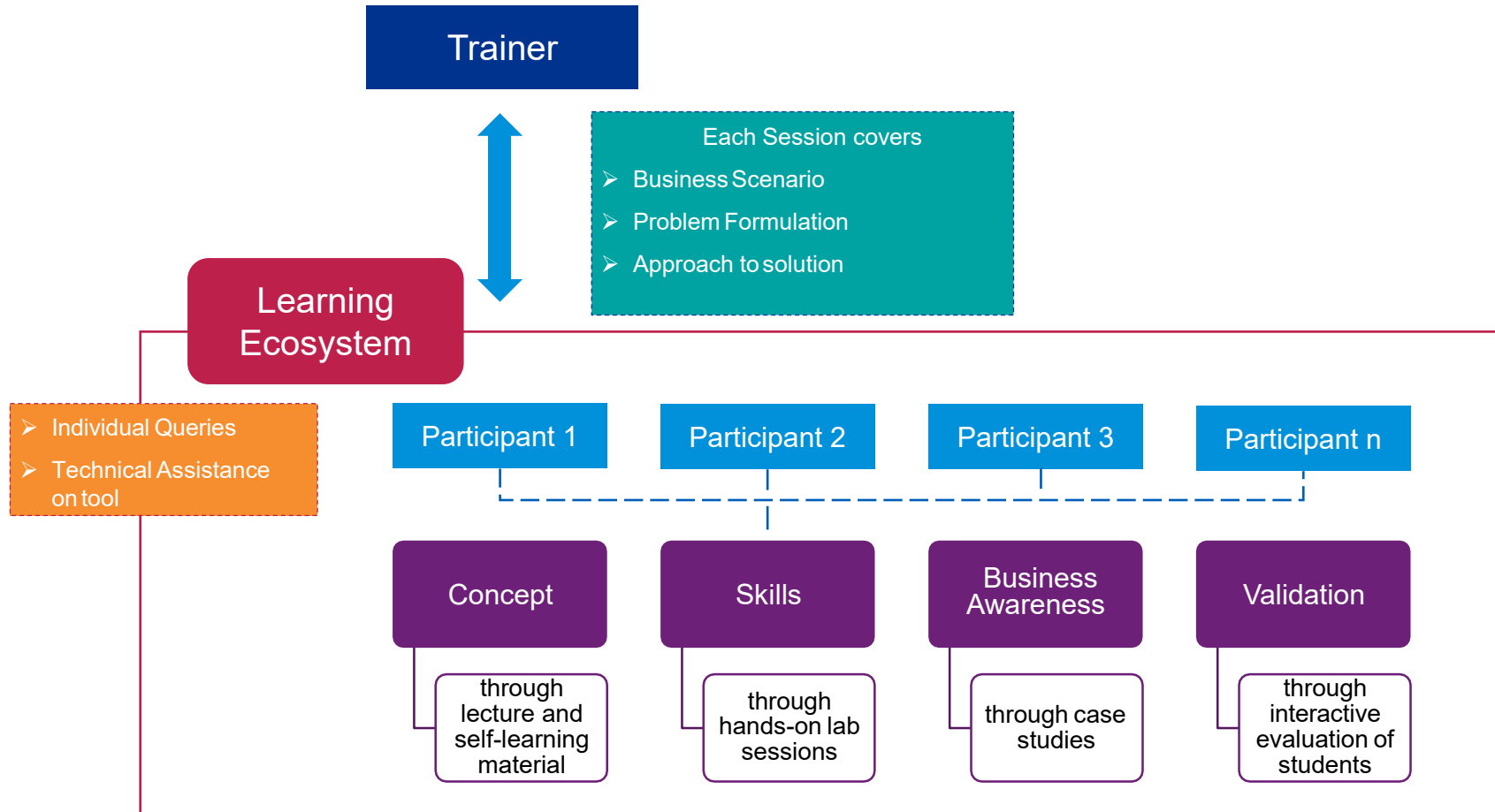
Select Credentials

We have extensive experience in delivering technical training curriculums across institutes, organizations and industries

KPMG

IIM Rohtak

Designed the learning curriculum and delivered trainings on basic and advanced analytics

KPMG

Adani Infra

Did corporate trainings on visualization based on Tableau

KPMG

Adani Energy

Training on business analytics for leaders and managers for leadership team

KPMG

IIM Bangalore

Did trainings for students on Business Analytics using R and Python

KPMG

SRM University

Academic collaboration for Business Analytics Specialization in BBA

KPMG

Rajagiri Business School

Academic collaboration for Business Analytics Specialization in PGDM, MBA, BBA, B.Sc

KPMG

St Joseph Engineering College

Academic collaboration for Business Analytics Specialization in Engineering and MBA

KPMG

Christ University - Bangalore

Training delivery on various programs like HR analytics,

KPMG

Imarticus

Academic partnership for their flagship data science program

KPMG

Nirma University

Business Analytics Certification for MBA students

Certified Business Analytics Professional

Business Context

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Training programs

Delivery & Sample Certificate

- Duration: 48 hours
- Focus area: Students with non-technical background

- Pedagogy:
  - Online Instructor live sessions
  - Classroom

- Learning Outcomes:

  - Use Advance excel add-ins to process data
  - Use inferential and descriptive statistics to make business decisions
  - Create dashboards and stories
  - Build real-time predictive models using appropriate techniques
  - Fetch data from websites for analysis
  - Determine customer sentiment by analyzing feedback/reviews
  - Use Orange 3 to perform analytics

- Job roles: Participants can apply for the following job roles after the completion of this certification:
  - Data analyst
  - Data Visualization analyst
  - Data modelling analyst
  - Machine learning analyst

- Modules Covered:

  1. Introduction to Business Analytics
  2. Advanced MS Excel for business analytics
  3. Data Quality & Business statistics for decision making
  4. Data wrangling and data cleansing
  5. Visualization using dashboard and stories in Tableau
  6. Predictive modelling in applied business analytics
  7. Customer sentiment analysis using Orange 3

Training delivery model

- Delivery Mode:
  - Virtual Instructor led online training OR
  - Classroom training delivery
    - In case of classroom training delivery, the flight and accommodation charges for trainer should be taken care by Institute

- LMS Access:
  - Each student will be given the access to LMS content for a period of 90 days from the start of training program

- Theory to practical ratio
  - 20:80

- Case studies:
  - Each module will have 2-3 case studies as a part of training delivery.
  - Case studies will be based on real time industry problems.
  - Data for case studies will be provided by KPMG

- Trainer:
  - Training will be delivered by analytics practitioner at KPMG

- Capstone project:
  - KPMG will guide participants in selecting and completing a capstone project as a part of this training delivery.
  - A group project or an individual project depending on batch size
  .

Roles and Responsibilities

- KPMG: We will provide you with the following deliverable(s):-
  - Designing Course content as per the market need and input from Institution.
  - Training Delivery of the program(s)
  - Training material for the students
  - Data sets for exercises
  - Exam and project evaluation.
  - Certificates for successful participants

- Institution: Institution will provide the following deliverable(s):-
  - Student Acquisition/ Batch
  - Training Infrastructure which includes training room (If it is a classroom training program), computers, projection equipment, flipcharts, internet access to all the participants and any other infrastructure responsible for the delivery of the course.

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Delivery & Sample Certificate

Sample certificate

SDA/BA/SEPT/2020/93

KPMG

Certificate of completion

This certificate is issued to

GAURI NITIN DESHPANDE

who has attended and completed the requirement of KPMG in India's 32 hours course on "Data Analytics workshop using R, Python, SQL & Tableau" held during July, 2020 - September, 2020.

K K Raman

Dr. KK Raman
Partner and Head Transformation - BE
KPMG in India
A member firm of KPMG network of independent firms in India

Issued on: 14/12/2020

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This proposal is subject to the satisfactory completion of our customary evaluation of clients and engagements. In addition, this Proposal is subject to a valid engagement contract signed by both our organizations

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