



**Duration: 1 Year** 

#### **Industry Partners and Certifications**











CHRIST (Deemed to be University) Pune Lavasa Campus - 'The Hub of Analytics'

Toll-free: 1800 123 2009





One of the first institutions in India to be accredited in 1998 by the NAAC, and subsequently in 2004 and 2016, CHRIST University has the top grade 'A' in the 4-point scale. It has consistently ranked among the top ten for UG courses in surveys done by the India Today group, having specialized program offerings across Data Science, Analytics, Capital Markets, and FinTech.

The multi-disciplinary University which focuses on teaching research and service offers Bachelors to Doctoral programs in Humanities, Social sciences, Science, Commerce, Management, Engineering, Education, and Law to over 25000 students.

United Nations Academic Impact (UNAI) membership has added Christ University to the UNAI team of 1470 institutions in 146 countries, who are working with the United Nations to promote global priorities, including peace, human rights, and sustainable development.

# PROGRAM PARTNERS





EDUEDGE PRO is an EdTech initiative, founded by Mr. Harjeet Singh, a Stanford Alumnus and Financial Mathematician.

EduEdge Pro provides Skill Development and Skill Enhancement education in specialized domains within BFSI, Data Science, Analytics, FinTech, Capital Markets and Algorithmic Trading in order to bridge the gap between academia training and industry needs and to provide Upskilling.

EduEdge Pro conducts corporate training programs for leading global investment banks, asset management firms, financial institutions, exchanges and brokerage houses.

It works with leading educational institutions and universities in providing end-to-end solutions such as Centre of Excellence, Financial Research Lab and Specialization Curriculum Tracks.

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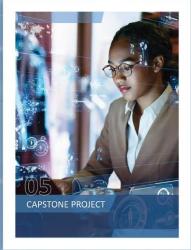






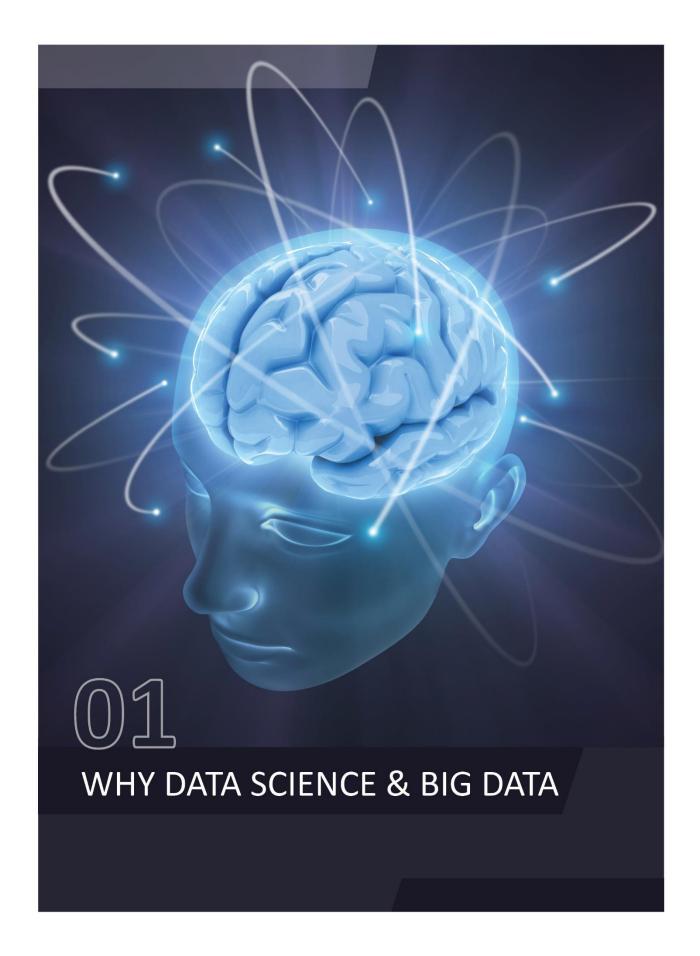
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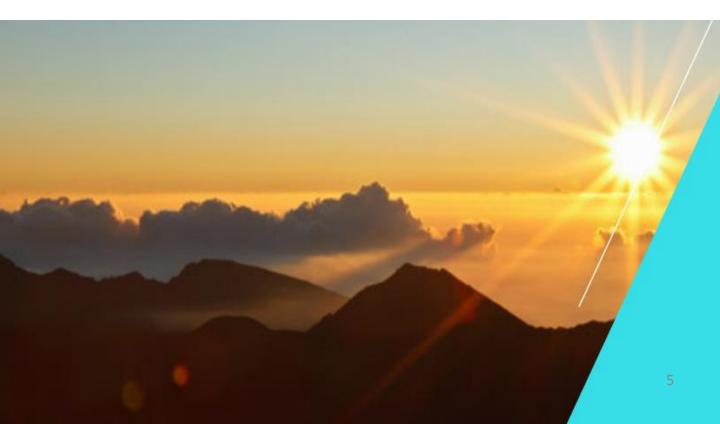
# DATA SCIENCE

#### **Paradigm Shift**

The Industry expects a global shift in paradigm towards Al-driven and automated technologies through 4<sup>th</sup> generation technology leap involving Machine Learning, Big Data Science and Cloud Analytics

1 <sup>st</sup> paradigm  Empirical	2 <sup>nd</sup> paradigm  Theoretical	3 <sup>rd</sup> paradigm  Computational	4th paradigm  Big data-driven	Accelerated
science	science	science	science	discovery
Observations Experimentation	Scientific laws Physics Biology Chemistry	Simulations Molecular dynamics Mechanistic models	Big data Machine learning Patterns Anomalies Visualzation	Scientific knowledge at scale AI-generated hypotheses Autonomous testing
Pre-Renaissance	~1600s	~1950	~2000	~2020

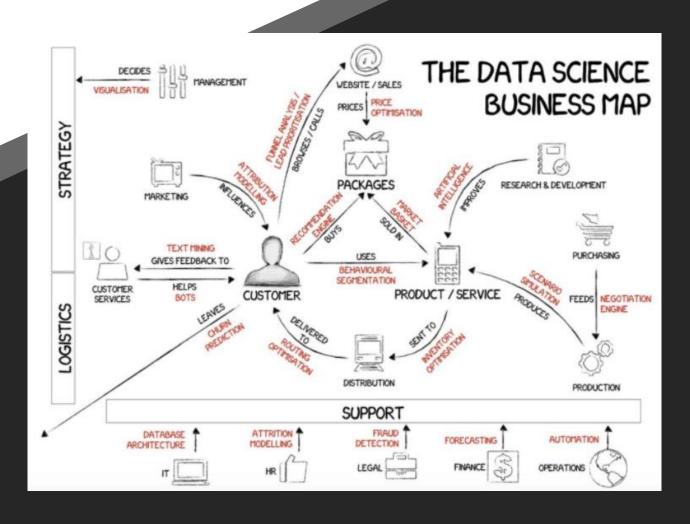
Increasing speed, automation, and scale



#### Where is Data Science used

Data Science has applications across every business domain.

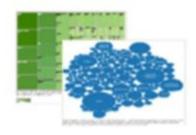
The diagram below illustrates a typical Data Science Business Map for an organization, where Data Science is now indispensable with respect to its Marketing, Finance, Supply Chain, Social Media, Customer Services, Strategy, Logistics and Support divisions



# APPLICATIONS DATA SCIENCE

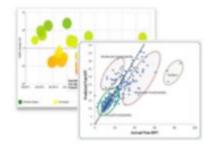
#### **MARKETING & E-COMMERCE**

Revenue and Margin Forecasting Demand Forecasting Cross-selling algorithms Predictive Modelling Customer Segmentation Social Media Analytics



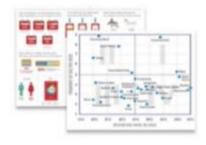
#### **FINANCE & BANKING**

Strategic Decision Making Portfolio Analytics Risk Analytics Fraud Detection Credit Card default forecasting



#### **MANUFACTURING & SUPPLY CHAIN**

Performance and Defect Tracking Automation of Manufacturing units Energy and fuel Optimization Supply Chain Optimization Transport Monitoring system



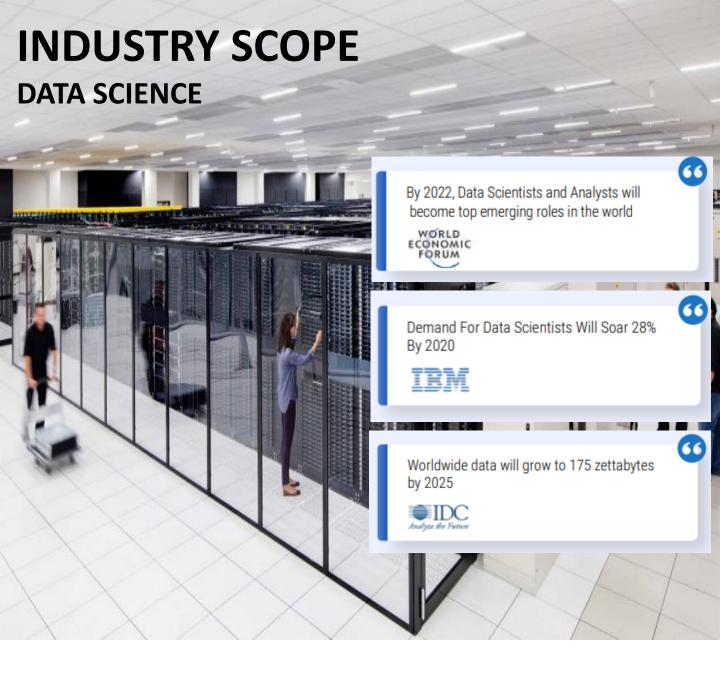
#### **HEALTHCARE & PHARMA**

Medical History Analysis Drug Discovery Virtual Assistant Medical Image Analysis Bioinformatics



#### **Some Applications**

Data Science and Analytics are all pervasive. However, a few examples for specific applications within important domains as shown





Value of ML market
USD 7.3 billion In 2019-20, size of the global Machine Learning market



#### Job potential in AI-ML

**2.5+ million** Jobs in Machine Learning and Artificial Intelligence in 2021, according to a Gartner report



**USD 31 billion** Estimated value of the Global Machine Learning market by 2024



#### **Expected Employment Growth Rate**

**82%** Expected Annual Employment Growth Rate for AI & ML engineers between 2018-2023

## INDUSTRY LEADERS SPEAK



'Artificial intelligence is the science and engineering of making intelligent machines, especially intelligent computer programs.' – John McCarthy, father of AI



Mukesh Ambani MD, Reliance Industries

"The entire nation is ready to implement an agenda that will promote AI for a strong, sustainable and equitable new India."



Elon Musk Founder-CEO, Tesla

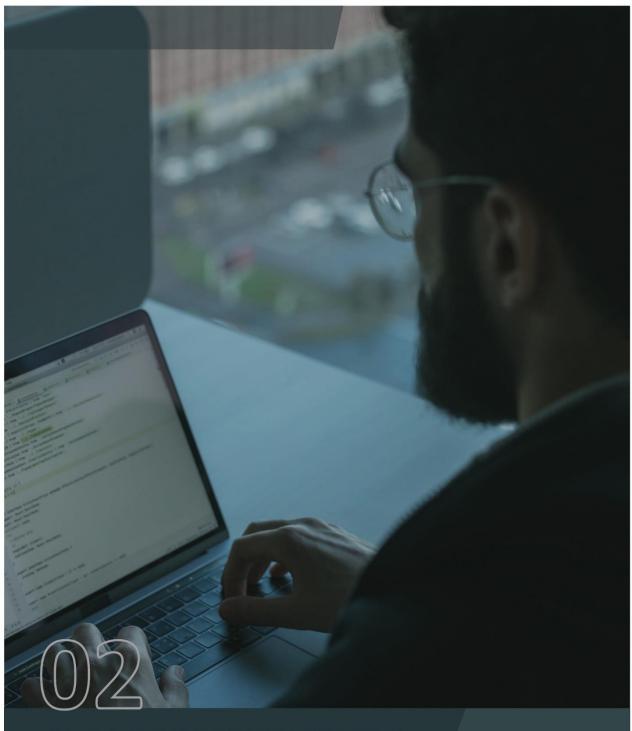
"We can save and replay memories. The future is going to be weird. All is a game of Al and Data Science"



Vinod Khosla Founder, Sun Microsystems

"Big data will replace the need for 80% of all doctors."





SKILLS REQUIREMENT & JOBS IN DATA SCIENCE

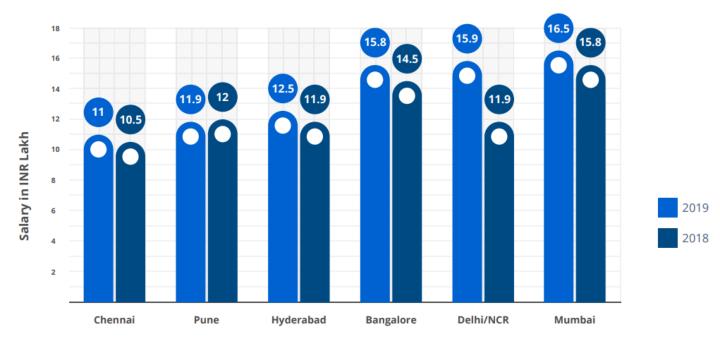
FRAMEWORK	FUNCTIONAL ROLE	SAMPLE OCCUPATIONS
Data Scientists and Advanced Analysts	Create sophisticated analytical models used to build new datasets and derive new insights from data	Data Scientist  Economist  Data Engineer  Biostatistician  Statistician  Financial Quantitative Analyst
Data Analysts	Leverage data analysis and modelling techniques to solve problems and glean insight across functional domains	Data Analyst Business Intelligence Analyst
Data Systems Developers	Design, build and maintain an organisation's data and analytical infrastructure	Systems Analyst  Database Administrator
Analytics Managers	Oversee analytical operations and communicate insights to executives	Chief Analytics Officer Marketing Analytics Manager
Functional Analysts	Utilise data and analytical models to inform specific functions and business decisions	Business Analyst Financial Analyst
Data-Driven Decision Makers	Leverage data to inform strategic and operational decisions	IT Project Manager Marketing Manager

Framework categories showing increasing levels of analytical rigor across all Data Science and Analytics (DSA) jobs

JOBS DATA SCIENCE

# JOBS DATA SCIENCE

#### AI-ML Engineer Salaries across different cities in India:

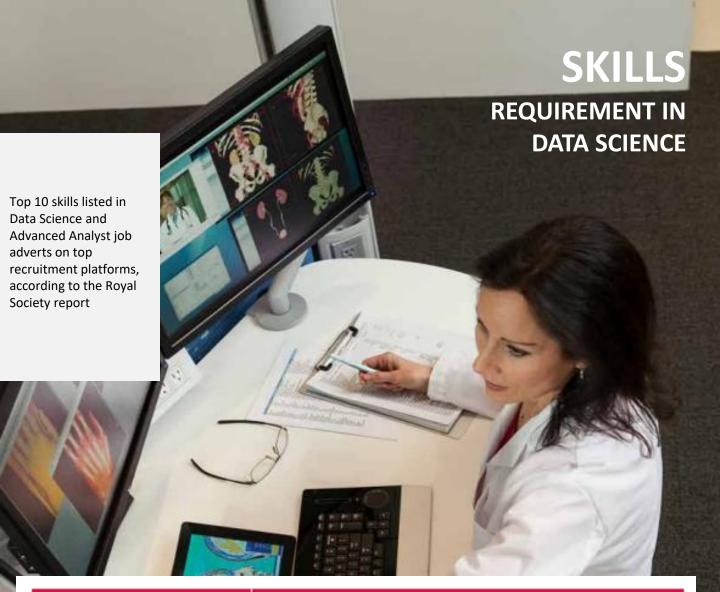


Source - Analytics India Magazine

Al-ML Engineer (0-4 yrears experience) salaries across major Indian cities

# SKILLS REQUIREMENT IN DATA SCIENCE

Analytics	R/SAS	necessary
Coding	R. Python, Java, C/C++	necessary
Databases	SQL, NoSQL (MongoDB, CouchDB, Cassandra, MemcacheDB, etc.)	necessary
Big Data Processing	Hadoop, Spark, Flink	preferred
Algorithms and Models	Regression models, Hidden Markov models, Support Vector Machines, Dimensionality Reduction algorithms, Ensemble algorithms, Decision Trees, Clustering	necessary
Frameworks and Libraries	TensorFlow, Theano, CNTK, scikit-learn, Caffe, Spark MLlib, etc.	preferred
Domain knowledge	Understanding of company goals, industry fundamentals, business problems, finding new ways to leverage data	preferred
Other	Intellectual curiosity, communication and presentation skills	preferred



		Number of DSAA job adverts requiring this skill		Percentage of DSAA job adverts requiring this skill	
Rank	Skill	2013*	2017 – 18**	2013	2017 – 18
1	Data Science	738	11,989	9%	44%
2	Python	681	11,647	8%	43%
3	SQL	1,048	7,226	13%	27%
4	Machine Learning	352	7,089	4%	26%
5	Big Data	566	6,770	7%	25%
6	Research	2,042	5,279	25%	20%
7	Apache Hadoop	533	5,199	7%	19%
8	Communication Skills	1,843	4,849	23%	18%
9	Java	703	4,111	9%	15%
10	Scala	58	3,276	1%	12%
					14

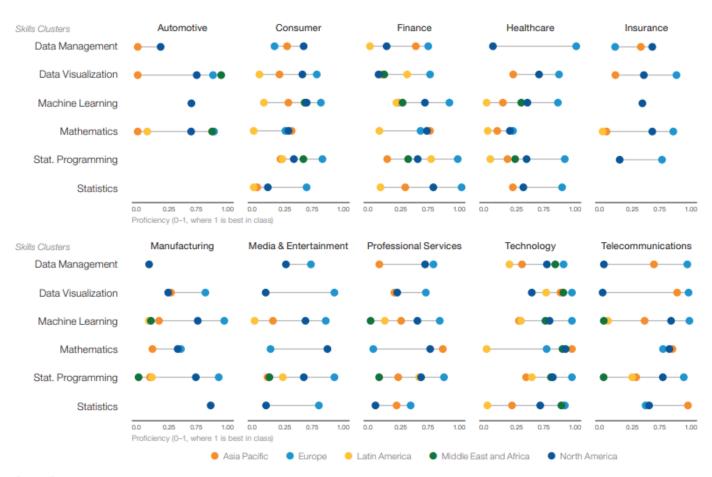
<sup>\*8,157</sup> job adverts included in this analysis. \*\*27,033 job adverts included in this analysis.

## **SKILLS**

## REQUIREMENT IN DATA SCIENCE

#### **Skills Proficiency Matrix**

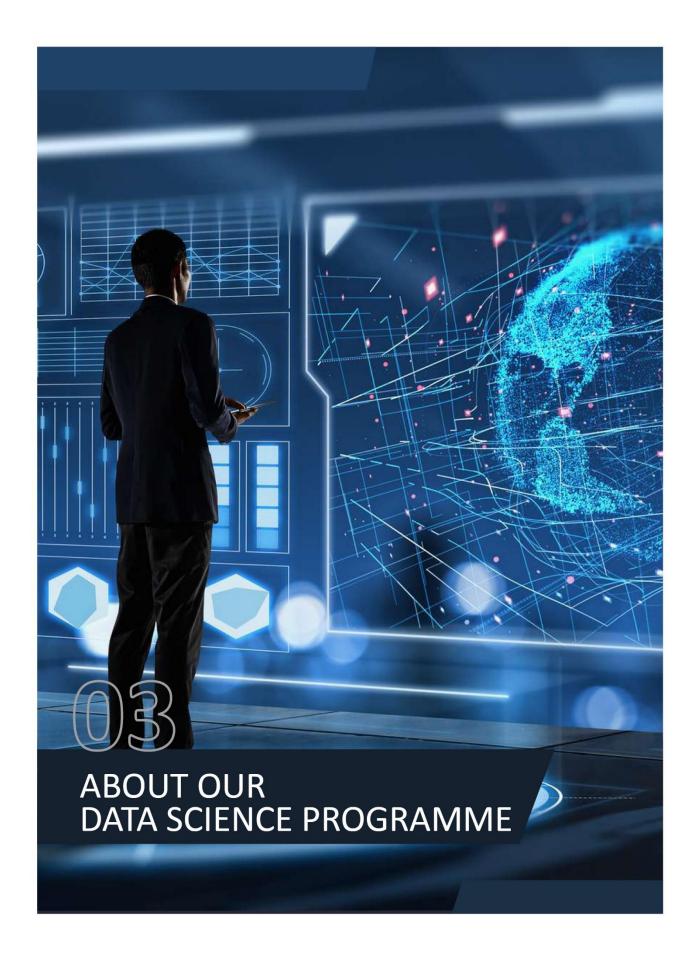
Below matrix shows the Data Science skills proficiency, by industry and region

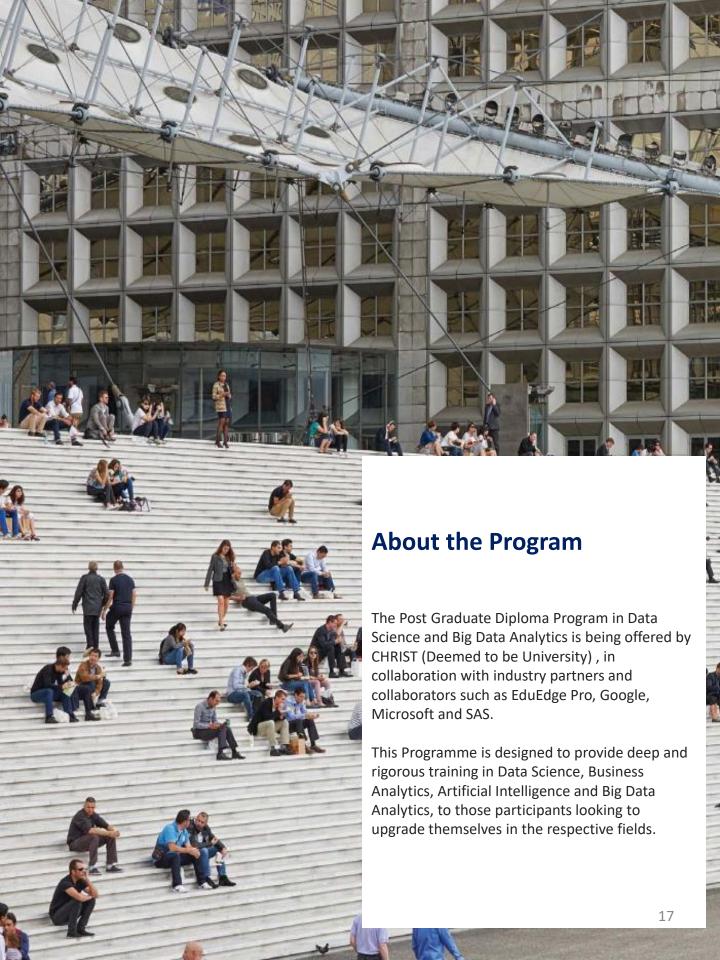


Source: Coursera.

Note: Regional data points might be excluded in cases where the data is inconclusive.

Skills proficiency matrix shows pronounced skills gaps across industry sectors for Asia Pacific vs developed markets, and hence the acute need to upskill





# PROGRAM HIGHLIGHTS



#### **Program Coverage**

This PG Diploma will help you learn applications of Data Science and Big Data Analytics applied to important domain areas such as Financial Analytics, Marketing Analytics and Social Media Analytics.



#### **Industry-oriented curriculum**

Industry focused curriculum offered in a flexible online blended interactive format that works for busy professionals.



#### 12-month Weekend Programme

The Programme would be offered on the weekends to enable optimal learning to those participants who are working in the Industry.



#### **Blended Learning**

The Programme would offer an optimal blended mix of on-campus bootcamp sessions, online sessions, self-paced sessions to maximize learning.



#### **Capstone Project**

The Capstone Project gives you the opportunity to apply Predictive Modeling tools to make datadriven decisions in order to solve real business challenges.



#### **Industry Partners**

Our industry partners would provide you the appropriate domain and industry expertise to tackle Data Science challenges in the real world.



#### Careers and Placement help

Our program would fast track your career progression in Data Science through our dedicated Placement Assistance and Industry Networking.

450+	Teaching & Practice Hours
300+	Learning Hours
10+	Data Science Platforms and Tools you will learn
24x7	Access to Learning Management System with fully recorded videos
25+	Learn from Industry Leaders, Domain professionals and Academic experts
50+	Personal Mentoring Hours for Industry readiness
20+	Capstone Projects to choose from





Predictive Modelling



Machine Learning



Big Data



Neural Network



Statistical Modelling



Marketing Analytics



Financial Analytics



Social Media Analytics





NLP



Artificial Intelligence



Sentiment Analysis



Data Visualization



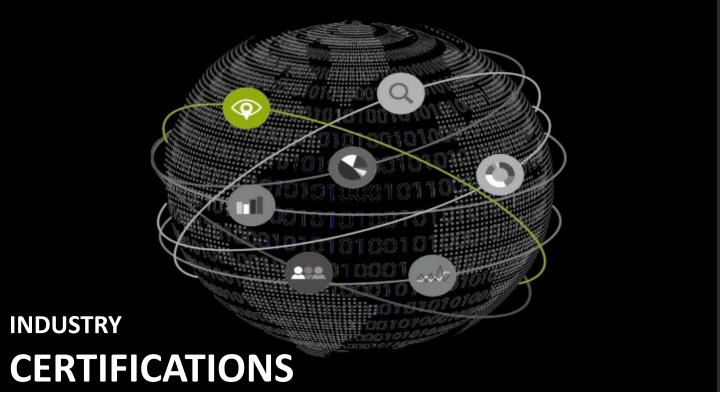
Deep Learning



Consumer Analytics



Supply Chain Analytics





#### **SAS Certified Data Scientist**

For individuals who want to analyze big data with a variety of statistical analysis and predictive modeling techniques.

Successful candidates should have experience in the following areas: Machine Learning and predictive modeling techniques.

Application of Machine Learning and predictive modeling techniques to big, distributed and in-memory data sets.

- Pattern detection.
- Experimentation in business.
- Optimization techniques.
- Time series forecasting.

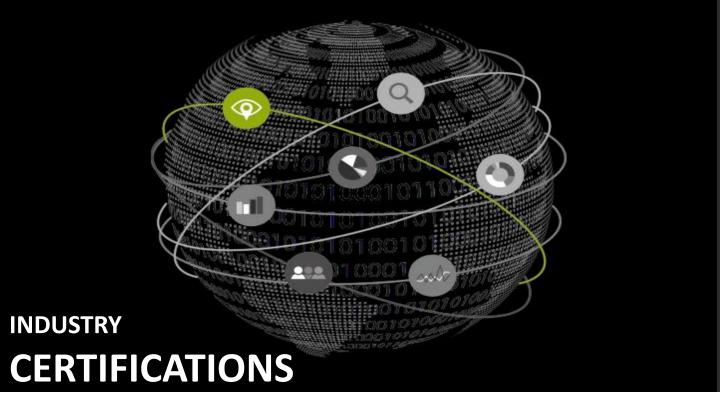


#### **Tableau Desktop Certified Specialist**

This exam is for those who have foundational skills and understanding of Tableau Desktop and at least three months of applying this understanding in the product.

Tableau Certification Will Be Relevant in Business Intelligence and Visualization. All-Inclusive Bundle To Help You Amplify Your Skills and Get Certified.

Become an expert in Data Analysis. Business Analytics. Business Dashboards. Data Visualization. Drag & Drop Reporting. Data Discovery.





#### Microsoft Certified: Data Scientist Associate

This course is designed for data scientists with existing knowledge of Python and Machine Learning frameworks like Scikit-Learn, PyTorch, and Tensorflow, who want to build and operate Machine Learning solutions in the cloud.

Learn how to operate Machine Learning solutions at cloud scale using Azure Machine Learning. This course teaches you to leverage your existing knowledge of Python and Machine Learning to manage data ingestion and preparation, model training and deployment, and Machine Learning solution monitoring in Microsoft Azure.



#### **Google Data Analytics Professional Certificate**

Get started in the high-growth field of data analytics with a professional certificate from Google. Learn job-ready skills that are in demand, like how to analyze and process data to gain key business insights.

Data analysts prepare, process, and analyze data to help informed business decisions. They create visualizations to share their findings with stakeholders and provide recommendations driven by data.

Get a job in data analytics, with help from Google, learn the foundations of data analytics, and get the job-ready skills you need to kick-start your career in a fast-growing field.





















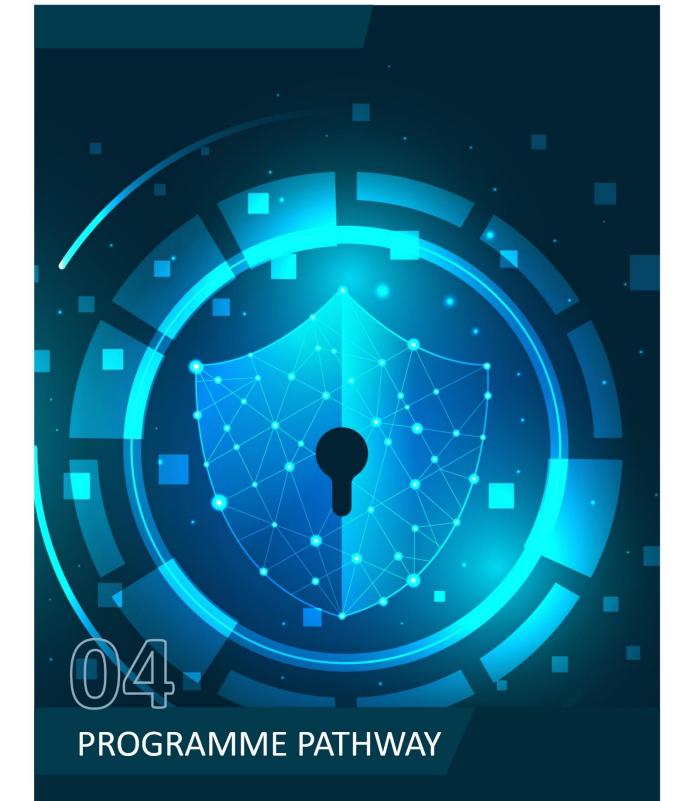












PROGRAMMING ESSENTIALS AND VISUALIZATION FOR DATA SCIENCE

APPLIED
STATISTICS FOR
DATA SCIENCE
USING
R/PYTHON

MACHINE
LEARNING AND
PREDICTIVE
MODELLING
FOR DATA
SCIENCE

APPLIED BUSINESS ANALYTICS APPLIED BIG DATA ANALYTICS

1

2



3



PARTNER CERTIFICATION

Google
Certified Professional

**S**sas

5

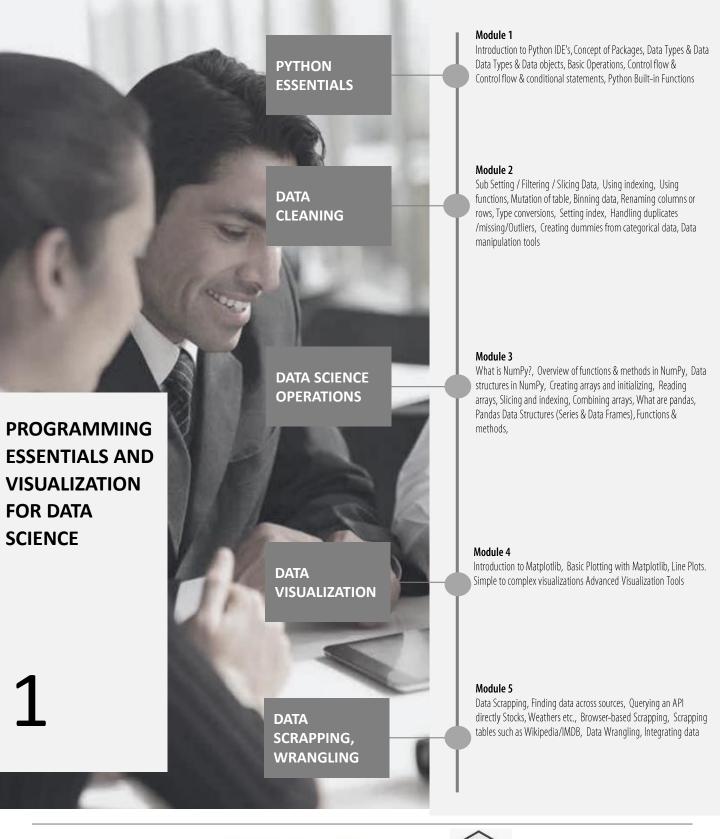
### OPTION 1

Each certification above is treated as standalone. You can pursue 1 or more certifications

#### **OPTION 2**

Successful completion of all 5 above certifications leads to an award of the PG Diploma certificate









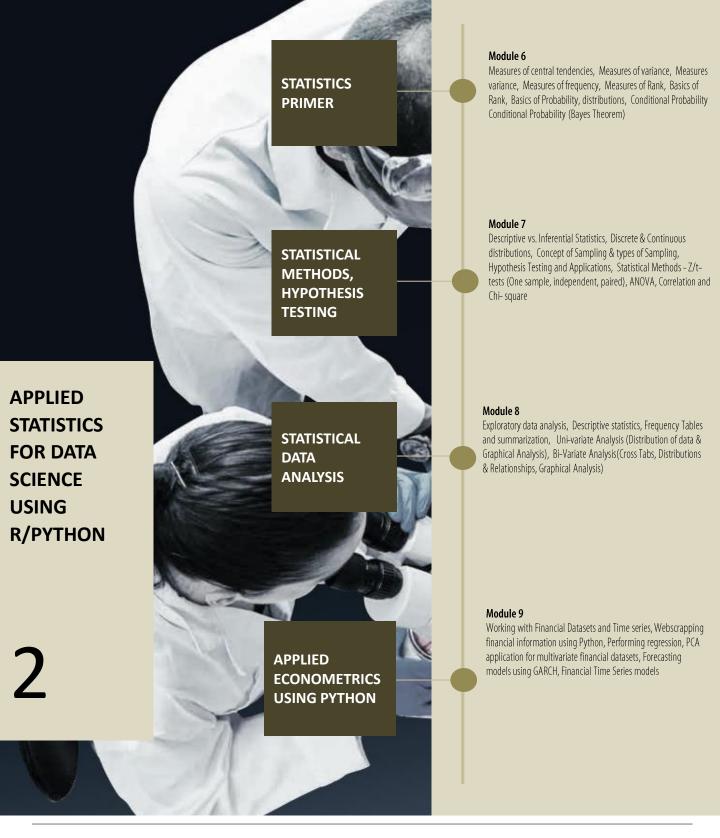










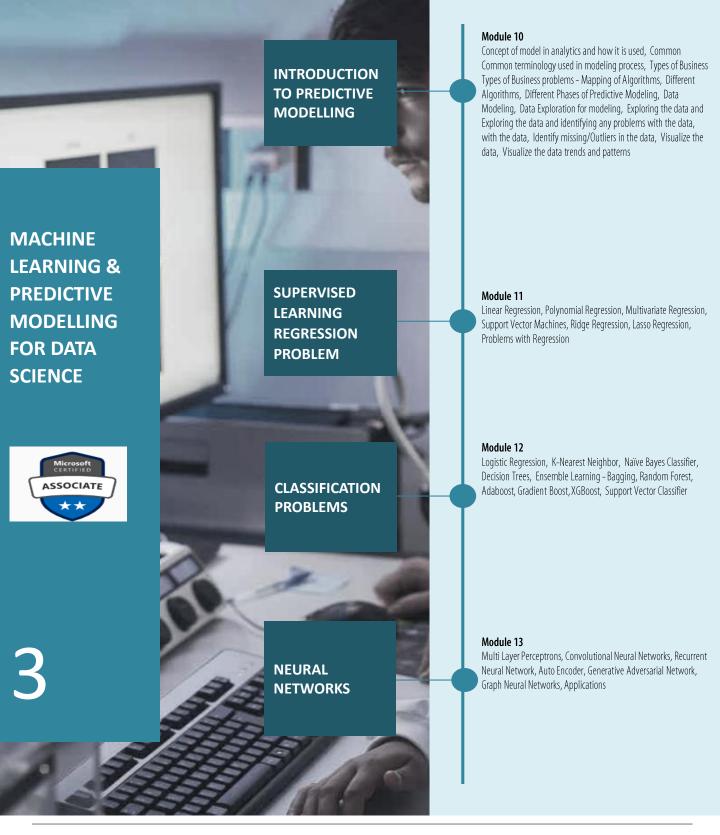






















#### Module 14

You will learn how to analyze Marketing campaigns with Python. campaigns with Python. You will learn how to analyze Social analyze Social media data in Python. You will perform advanced perform advanced Marketing analytics such as Market Basket Market Basket Analysis using Python, Customer Segmentation Segmentation Analysis, Customer Analytics and Customer Churn Customer Churn Analytics.

#### Module 15

You will learn how to working with open-source Financial Datasets and Time series. You will learn how to web-scrape historical time series, fundamental data using Python You would learn Portfolio Modeling with Python, Portfolio Optimization, Portfolio Analytics using Python, Risk Analytics, Value at Risk (VaR) calculations, Monte Carlo Simulations for Portfolio Modeling, Simulating using Python.

#### Module 16

Learn to analyse the unstructured textual data to derive meaningful insights. - Text Mining and Natural Language Processing (NLP). Word Clouds, Sentiment Analysis, Semantic network, Clustering, Extract user reviews of the product/services from Amazon, Snapdeal and trip advisor, Install Libraries from Shell, Extraction and text analytics in Python, LDA / Latent Dirichlet Allocation, Topic Modelling, Sentiment Extraction, Lexicons & Emotion Mining

#### Module 17

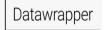
This module will introduce you to Business Intelligence Reporting and Dashboarding using Power BI Desktop. You will know how to extract data from various sources and establish connections with Power BI Desktop, perform transformation operations on data and the Role of Query Editor in Power Bl. Finally, you will learn to work with complex databases, report elements and build end-to-end industry styled Dashboards.







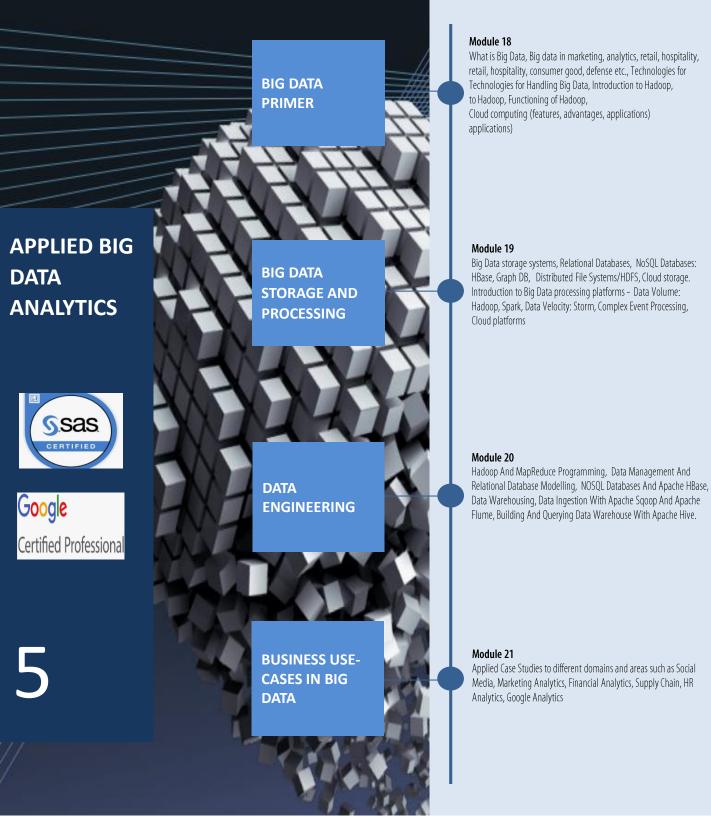


















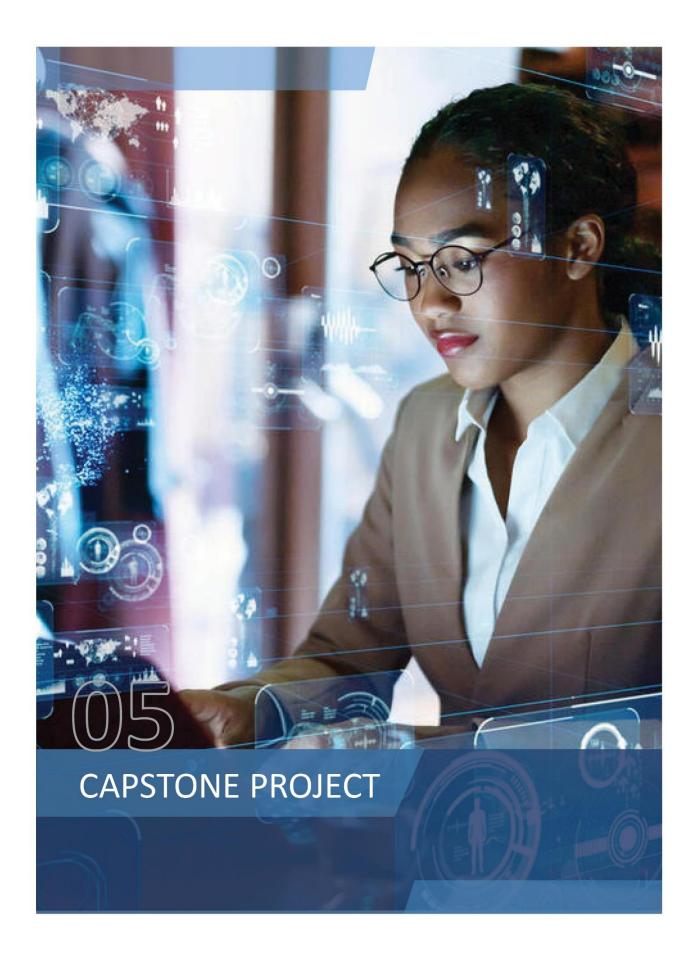
















Predictive Modelling



Data Mining



Artificial Intelligence



Big Data Analytics



Neural Network



Machine Learning

The Capstone Project gives you the opportunity to apply what you've learned about how to make data-driven decisions to a real business challenge faced by businesses.

#### **OBJECTIVES**

At the end of this Capstone, you'll be able to ask the right questions of the data and know how to use different models and algorithms effectively to address optimization challenges.

#### INDUSTRY CONNECT

Designed with Analytics companies to give you invaluable experience in evaluating and creating data-driven decisions, the Capstone Project provides the chance for you to devise a plan of action for analyzing data and modeling algorithms itself to provide key insights and analysis.

Once you complete your analysis, you'll be better prepared to make better data-driven models and algorithms.







#### **Market Basket Analysis**

What could be sold together to enhance Marketing impact and Sales



#### **CAPITAL MARKETS**

#### **Asset Price Prediction**

Application of Predictive Modelling over asset price prediction



#### **HEALTHCARE**

#### **Healthcare Analytics**

Apply Data Science frameworks to predict disease outbreaks and run healthcare analytics



#### **BANKING**

#### **Credit default Prediction**

Machine Learning and Predictive Analytics to understand credit defaults



#### **WEB AND SOCIAL MEDIA**

#### **Sentiment Analysis**

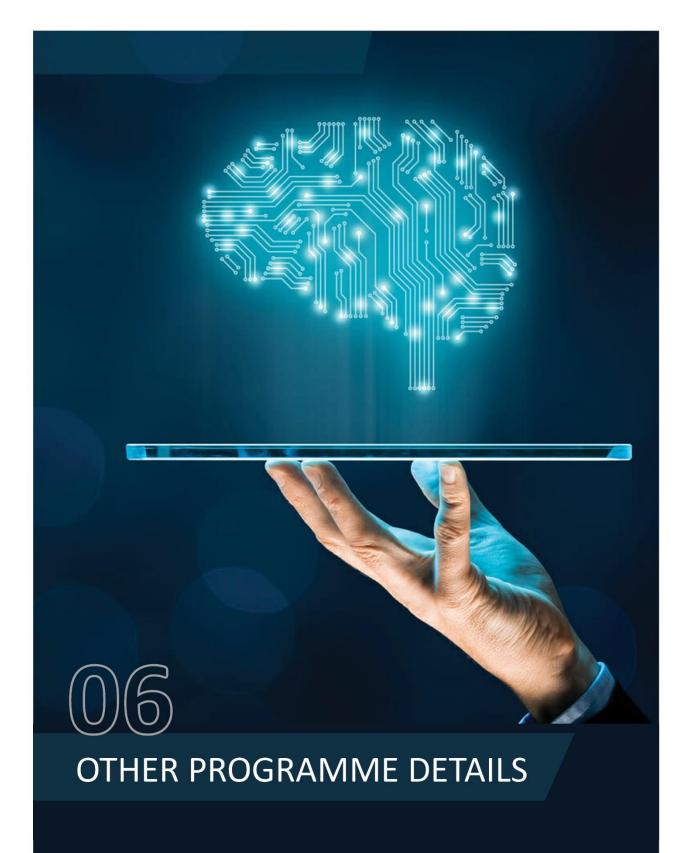
Perform Text Mining and Sentiment Analysis to understand next steps in your digital strategy



#### **SUPPLY CHAIN**

#### **Demand Forecasting**

Apply Data Science algorithms to predict future Demand and hence optimize Supply Chain



## **ELIGIBILITY**

#### **CRITERIA**





#### **EDUCATION**

#### For Individual Certification

10/+2 aspiring candidates of any educational background with an analytical frame of mindset are most suited one to pursue Data Science's various certifications.

#### For PG Diploma Certification

Any undergraduate degree holder like BCA, BBA, BTech, BEng., BCom. etc.

#### **WORK EXPERIENCE**

Work experience is not mandatory.

However, it is desired that you have internship or fulltime experience so that you can move up the learning curve faster through prior industry domain knowledge.

## PROGRAMMING EXPERTISE

It is not required to have a programming background, although desirable.

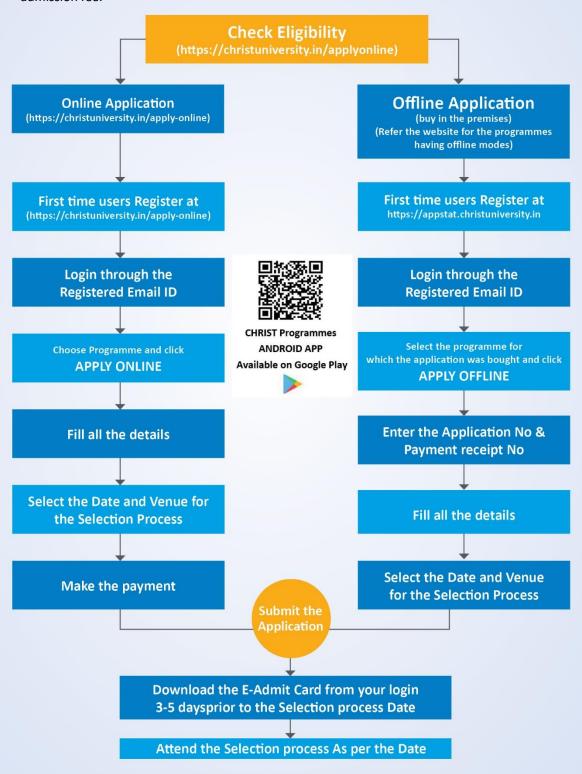
However, those without programming background will undergo pre-requisite training on programming to accelerate the learning when the programme begins.



#### **SELECTION & ADMISSION PROCESS**

#### **Application Process**

The Application process consists of a few simple steps as shown below. An offer of admission would be made to the selected candidates and accepted by the candidates by paying the admission fee.





#### **PROGRAM FEE**

Application fee: INR 500 Indian participants: INR 275,000 International participants: USD 6500

#### **FINANCING OPTIONS**

0% Interest EMI option available with partner banks Easy procedure with partner banks EMI as low as INR 14,000 per month Special rate for CHRIST students

#### **SCHOLARSHIPS**

Existing CHRIST students and Alumnus: Available Other participants: Available on outstanding merit record

#### **CORPORATE DISCOUNTS**

Available on nominations of 2+ participants Kindly contact us for further details



**PYTHON ESSENTIALS &** VISUALIZATION FOR DATA SCIENCE

**APPLIED** STATISTICS FOR **DATA SCIENCE USING PYTHON**  **MACHINE LEARNING & PREDICTIVE MODELLING FOR DATA SCIENCE** 

**PROJECT** 

APPLIED

**BUSINESS** 

ANALYTICS +

**APPLIED BIG DATA ANALYTICS** 

CAPSTONE

Duration: 40 hours Fees: INR 30,000 + GST Duration: 50 hours Fees: INR 50,000 + GST **Duration: 60 hours** Fees: INR 75,000 + GST **Duration: 90 hours** Fees: INR 85,000 + GST Duration: 60 hours Fees: INR 100,000 + GST





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#### **Delhi NCR Campus**

Mariam Nagar, Meerut Road Delhi NCR Ghaziabad - 201003

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