NIIT

DATA
ANALYTICS
GenAI

PASSIONATE ABOUT DATA?

Get career-ready with **Professional Program in Data Analytics with GenAI**

About **NIIT**

NIIT is a renowned global training and education company with a rich history spanning several decades. Established in 1981, NIIT is a prominent player in the field of IT and business education, offering a wide array of programs and courses designed to empower learners with the knowledge and skills needed to excel in the ever-evolving world of technology.

With a commitment to providing high-quality training and a global presence that extends across 10 countries, NIIT has become synonymous with innovation, excellence, and the development of future-ready professionals in the information technology and related sectors.

PRESENCE ACROSS
10
COUNTRIES

40+
YEARS OF
TRANSFORMING LIVES

The **NIIT Advantage**

97%*
of Eligible
Learners Placed

Faculty
Feedback Rating
4.6/5

40 MN+
Alumni
Network

800+ HIRING PARTNERS

HSBC | AXIS BANK | Allstate | Perfios | CGI | Capgemini | SLK

cognizant | SONY | wipro | ZenSar TECHNOLOGIES | DXC TECHNOLOGY | BOEING | Temus

aurionpro | LUMINA DATAMATICS | UST | HDFC BANK | QUALITEST | Sapient | Tredence Connect the Dots

... and many more!

Our Learning **Methodology**

Learn · Practice · Apply · Review · Refactor
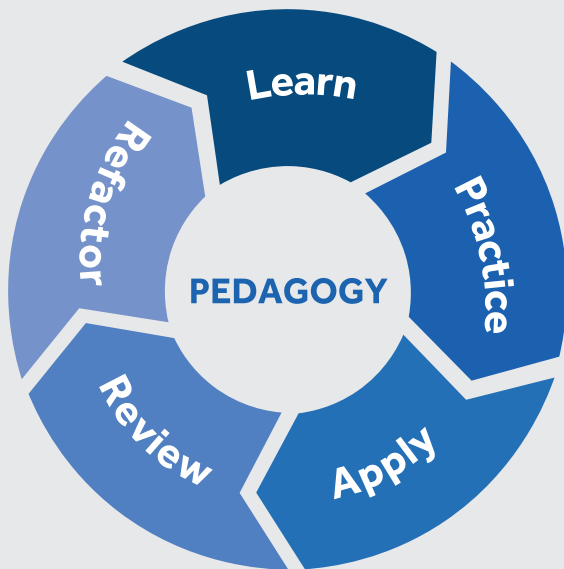
PEDAGOGY

Embark on a transformative journey guided by our unique pedagogy, curated to maximize your learning efficiency and retention. This iterative process ensures continuous improvement and mastery, empowering you to confidently tackle real-world challenges. Immerse yourself in hands-on experiences, mentorship, and role-specific competencies, shaping you into a confident and adaptable professional poised for success.

01 Outcome Driven

Program builds role-specific competencies and instills self-confidence.

02 Practitioner Designed

Accelerate skill acquisition and gain experience.

03 Job-readiness

Multi-staged approach that gradually prepares learners to get "Job-ready".

04 Hands-on

Over 60% of program time invested in coding and hands-on activities.

05 Progressive Learning

Step-by-step learning, where skills are built through structured sprints of increasing complexities.

06 All-round Competency

Program equips learners with all-round skills – Technical Skills, Functional Skills, and Professional Skills.

07 Immersive Learning

Learning that mirrors work environment with best practices. Learners solve real-world problems, get it reviewed and refactored with personal mentorship.

Building Professional Program in **Data Analytics with GenAI**

Be Day-1 Job-Ready

97%* eligible learners placed; gain practical experience through 100+ hands-on assignments and 5 real-world projects.
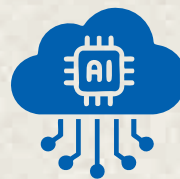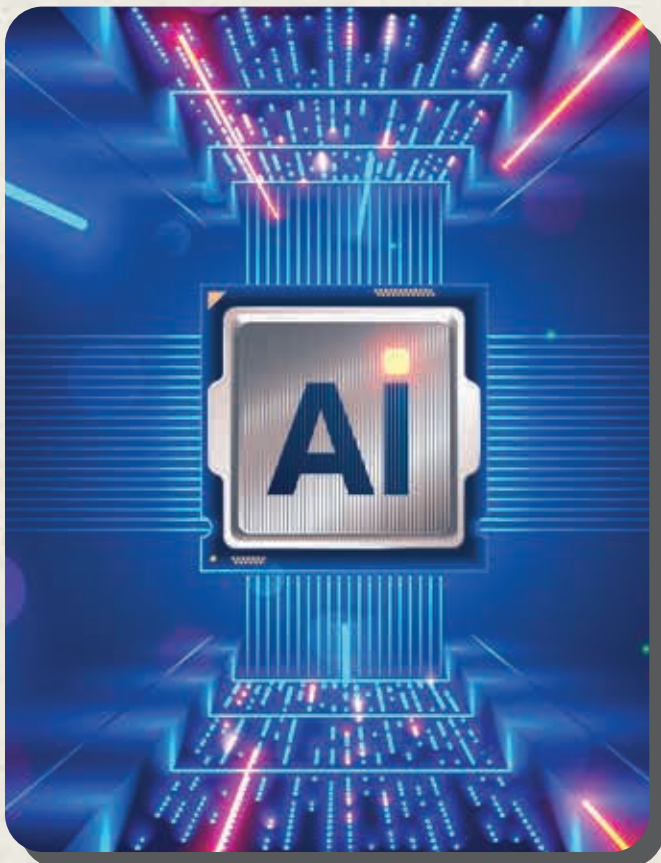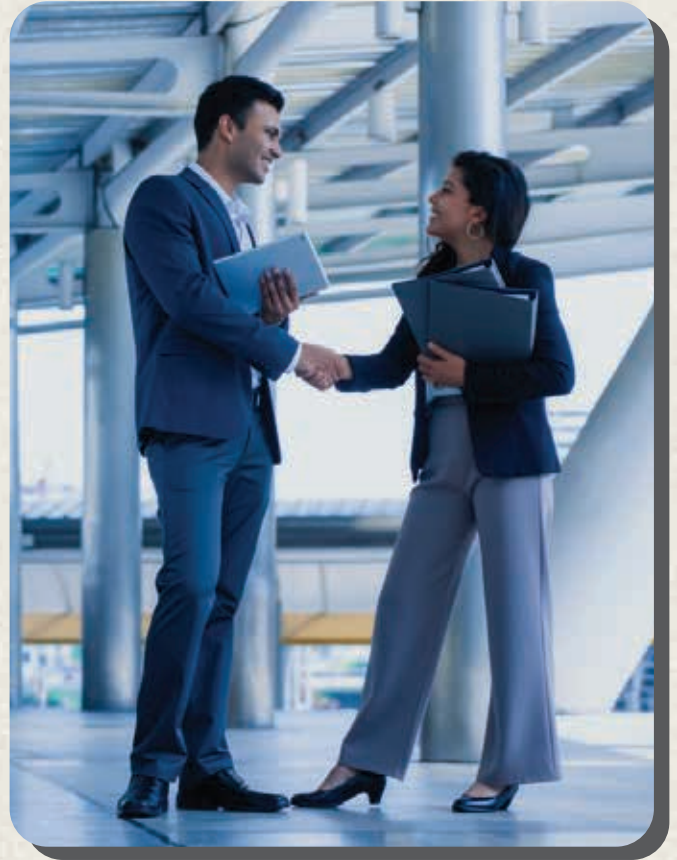
Learn GenAI with real-world projects

Leverage GenAI tools for data analysis & improved productivity.

Gain Professional Certification

Trusted by 800+ hiring partners & earn a verifiable certificate.

Value. Delivered.

Learners achieved up to a 400% increase in value on their course investment.*

Program **Curriculum**

Data Analytics and Storytelling using Excel

- Learn Excel fundamentals, data cleaning, visualization, PivotTables, and basic statistical analysis.
- Apply data storytelling techniques with engaging narratives.

Data Analytics and Managing Data using SQL

- Learn to design databases using ER diagrams and apply normalization techniques.
- Create, update, and retrieve data stored in MySQL (RDBMS) database.
- Use Structured Query Language (SQL) to perform various operations on the database.
- Create triggers and stored procedures on the database. Ensures data consistency using transactional management.

Data Analytics and Automation using Python

- Learn essential coding skills for problem-solving, automation, and data analysis.
- Covering Python basics, OOP, and data handling, it introduces NumPy, Pandas, and API for GenAI integration.
- By the end, learners can apply Python in data science, automation, and AI.

Exploratory Data Analysis with Python and GenAI

- Use NumPy and Pandas libraries in Python to perform data analysis.
- Connect Python program to databases to retrieve and manipulate data.
- Apply the best practices of EDA in a systematic way (Univariate, Bivariate and Multitvariate Analysis) along with statistical concepts. Present the result of this analysis visually.
- Use GenAI tools for exploring and visualizing data.

Advanced Data Visualization and BI with Power BI

- Extract, clean, and transform data using Power Query and ETL techniques.
- Build optimized data models and apply DAX for deep business insights.
- Create interactive dashboards and secure reports to drive data-driven decisions.

Program **Details**

Program Duration	:	**24 Weeks** (4 Sprints per Week), **32 Weeks** (3 Sprints per Week)
Program Eligibility	:	Undergraduate Final Year Students, Recent Graduates and Working Professionals from the following streams**

Undergraduate Streams: B.E., B. Tech, BCA, B.Sc., BBA, B.Com, B.A

Postgraduate Streams: MBA, M. Tech, M.S., MCA, M.Sc., M.A

Academic Performance: Aggregate of 50% or above across Class 10, Class 12, and Graduation (or till the last completed semester for the final year undergraduates)

Aptitude Required: This program involves working extensively with data and numbers and requires basic mathematical concepts such as percentages, ratios, averages, and interpreting graphs and charts. Learners without a mathematics background must clear a proctored profiler test at the start of the batch.

Program Fee	:	• Program fees ₹99,000 + 18% GST • Booking fees ₹1,500 + 18% GST
Mode of Learning	:	Live mentor-led online classes. Medium of instruction will be English
Placement Services	:	Career Guidance** for all learners Placement Assistance for eligible# learners, with up to 3 selection opportunities

Over **10+ Tools**

| **Applied Statistical Analysis for Data Insights** | • Learn inferential statistics using Python to gain the skills to analyze data confidently and draw meaningful conclusions with real-world applications. |
| | • Learn regression to analyze relationships within data, enabling informed decision-making. |

Applied Data Analytics – Capstone	• Prepare, clean, and analyze data using all skills acquired.
	• Perform EDA, advanced visualizations and dashboards using Python and Power BI.
	• Present the approach, solution, interpretation, summary, conclusion, limitation, and future scope to stakeholders.

What You'll Gain

☑ **Analyze and visualize data using Excel.**

☑ **Use SQL to perform data analysis on a database.**

☑ **Program using Python for automation and analysis.**

☑ **Perform EDA systematically by applying descriptive statistical techniques and using Python libraries like Pandas and NumPy.**

☑ **Create interactive dashboards using Power BI, effectively storytelling using data.**

☑ **Apply statistics for inferential analysis.**

☑ **Utilize Generative AI tools to improve productivity.**

☑ **Complete a capstone project demonstrating analytical skills.**

Capstone Projects

01

Analyze E-Commerce Sales to Improve Customer Conversion & Retention (RetailTech)

This project analyzes e-commerce transactions and customer data to uncover patterns that influence sales and loyalty. The insights help businesses design better marketing campaigns, optimize pricing strategies, and improve inventory planning for higher profitability.

02

Assess Fitness App Usage & Calorie Burn Patterns to Drive Personalised Engagement (HealthTech)

The project explores user activity and usage data to identify trends that impact engagement. Findings will help app developers and fitness platforms create personalized features and programs that encourage consistent participation and retention.
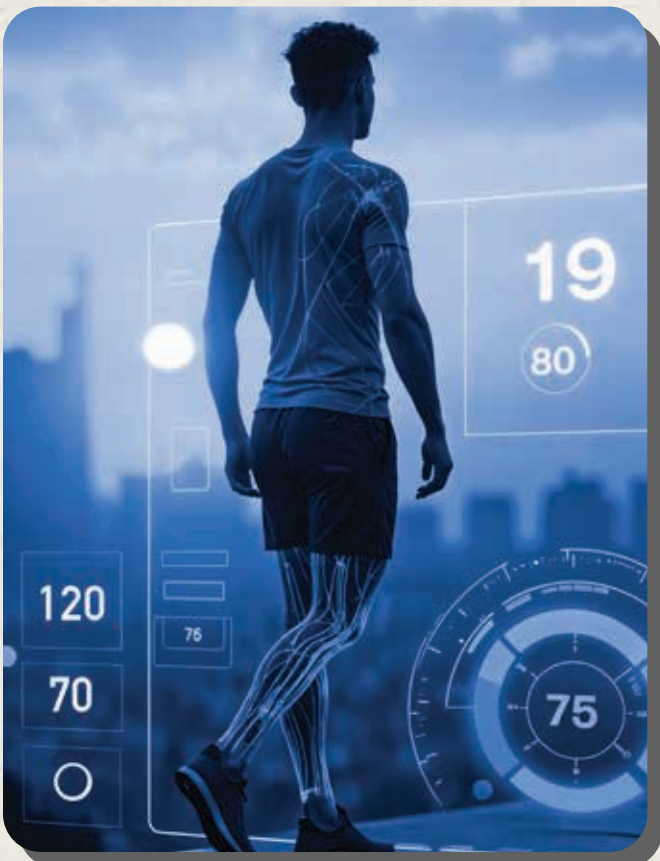
03

Analyze Social Media Engagement to Uncover Brand Performance Insights (SocialTech)

This project analyzes engagement metrics such as likes, shares, comments, and posting frequency to determine what drives audience interaction. The insights help marketing teams refine content strategy, timing, and communication tone to strengthen brand performance online.

04

Explore Gamer Behaviour & Monetisation Patterns to Optimize In-Game Engagement (GameTech)

This project analyzes playtime duration, in-game purchases, and session data to reveal behavioral trends. The outcomes guide design improvements, in-game offers, and user retention strategies to maximize engagement and monetisation.

Awards & Achievements

Best Tech Skilling EdTech Company
by Times Business Awards in 2022

Trusted Brand in Education
by Prime Insights in 2023

Gold Winner – Learning Excellence
by Global Learning Awards

TO REGISTER, CONTACT US:

📞 **1800 3000 6448**

🌐 **www.niit.com**

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