SINET

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Diploma in Data Analytics & Business Intelligence

(Industry-Oriented | Certification-Based | Job-Focused)

Course Title

Diploma in Data Analytics & Business Intelligence (D-DABI)

Duration

- **12 Months Intensive Program**

Eligibility

- Plus Two / Undergraduate Students
- BCom, BBA, BCA, BA, BSc Students
- MBA Aspirants
- Working Professionals
- Beginners with basic computer knowledge

Certification Structure

Main Certification

- Diploma in Data Analytics & Business Intelligence

Optional International / Industry Certifications

- Microsoft Power BI Certification Preparation
- Google Data Analytics Preparation
- IBM Data Analyst Preparation
- Oracle SQL Foundation
- Microsoft Excel Expert Preparation

Module-Wise Curriculum

Module 1: Introduction to Data Analytics

Topics

- What is Data Analytics?
- Types of Analytics
  - Descriptive
  - Diagnostic
  - Predictive
  - Prescriptive
- Analytics Lifecycle
- Data-Driven Decision Making
- Career Paths in Data Analytics
- Real-world Industry Use Cases

Practical

- Business Case Studies
- KPI Identification Exercises

Module 2: Advanced Microsoft Excel for Analytics

Topics

- Advanced Formulas
- Lookup Functions
- Conditional Functions
- Data Cleaning Techniques
- Pivot Tables & Pivot Charts
- Dashboards
- Power Query Basics
- Data Validation
- What-if Analysis

Projects

- Sales Dashboard
- Financial Analysis Report
- HR Analytics Dashboard

Tools

- Microsoft Excel

Module 3: SQL for Data Analysis

Topics

- Database Concepts
- ER Models
- SQL Queries
- Filtering & Sorting
- Joins
- Aggregate Functions
- Subqueries
- Views
- Stored Procedures Basics
- Window Functions
- Data Extraction for BI

Database Platforms

- MySQL
- PostgreSQL

Projects

- Retail Database Analysis
- Customer Segmentation Queries

Module 4: Python for Data Analytics

Topics

- Python Fundamentals
- Variables & Data Types
- Loops & Functions
- File Handling
- Data Structures
- NumPy
- Pandas
- Data Cleaning
- Exploratory Data Analysis (EDA)
- Data Visualization

Libraries

- Python

- NumPy
- Pandas
- Matplotlib

Projects

- IPL Data Analysis
- E-commerce Sales Analytics
- COVID Trend Analysis

Module 5: Data Visualization & Business Intelligence

Topics

- Data Storytelling
- Dashboard Design Principles
- Interactive Reports
- DAX Fundamentals
- Power Query
- KPI Visualization
- Real-time Dashboards
- Publishing Reports

Tools

- Microsoft Power BI
- Tableau *(Optional)*

Projects

- Executive Dashboard
- Marketing Analytics Dashboard
- Finance KPI Dashboard

Module 6: Statistics for Analytics

Topics

- Mean, Median, Mode
- Standard Deviation
- Correlation
- Probability Basics
- Hypothesis Testing
- Regression Concepts
- Sampling Techniques

Practical

- Statistical Analysis using Excel & Python

Module 7: AI-Assisted Data Analytics

Topics

- Introduction to AI in Analytics
- Prompt Engineering for Analysts
- AI Tools for Reporting
- Automated Insights
- AI-powered Dashboards
- Using Generative AI for Data Interpretation

Tools

- OpenAI AI Tools
- Google Gemini
- Microsoft Copilot

Module 8: Cloud & Modern Analytics Tools

Topics

- Cloud Analytics Basics
- Data Warehousing Introduction
- ETL Concepts
- Big Data Overview
- API Data Integration

Platforms

- Microsoft Azure
- Amazon Web Services

Module 9: Career Development & Placement Training

Topics

- Resume Building

- LinkedIn Optimization
- Portfolio Creation
- Mock Interviews
- Aptitude & HR Preparation
- Freelancing Opportunities
- Internship Guidance

Module 10: Internship: Real-Time Industry Projects

Suggested Capstone Projects

1. Retail Sales Analytics
2. Hospital Management Analytics
3. Banking Loan Analysis
4. Student Performance Dashboard
5. Social Media Analytics
6. Inventory Management Dashboard

Deliverables

- Dashboard
- Documentation
- Presentation
- GitHub Portfolio

Add-On Workshops

- Advanced Power BI
- Tableau Workshop
- AI for Business Analytics
- Data Analytics with Cloud
- Financial Analytics
- Marketing Analytics

SINET Teaching Methodology

- 10% Theory
- 90% Practical Sessions
- Weekly Assignments
- Live Datasets
- Mini Projects
- Industry Case Studies
- Final Capstone Project

SINET Assessment Structure

Assessment Type	Weightage
Assignments	10%
Practical Lab Exams	25%
Mini Projects	30%
Final Capstone Project	25%
Viva / Presentation	10%

Software & Tools

- Microsoft Excel
- Microsoft Power BI
- Python
- MySQL
- Visual Studio Code
- Jupyter Notebook

Expected Job Roles After Completion

- Data Analyst
- Business Analyst
- MIS Executive
- BI Analyst
- Reporting Analyst
- Junior Data Scientist
- Power BI Developer
- SQL Analyst
- Analytics Associate

Course Outcome

Students will be able to: Analyse real-world business datasets

- Create professional dashboards
- Use SQL and Python for analytics
- Generate business insights
- Build data visualization reports
- Work with AI-assisted analytics tools
- Prepare for analytics job roles and certifications

========== Sinet Education ==========

NB: Sinet reserves the right to alter, remove or add the contents of this course at any time.