

AI 360 – www.ai360.ltd

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Course Title: BI & Business Analytics – Industry Focused Program for MBA Professionals

Duration: 50 Hours (10 Sessions x 5 Hours)

Format: Live Online/Offline + Case Studies + Tools Lab + Final Project

Target Audience: MBA Students, Business Analysts, Strategy Consultants

Prerequisites: Basic Excel & Business Concepts

Course Fee: ₹20,000 (includes certification, Job interviews, project support)

Course Overview:

This job-oriented 50-hour program is designed to equip MBA students with in-demand Business Intelligence and Analytics skills. From data storytelling to dashboarding and decision-making support, learners will use modern BI tools to drive business outcomes with confidence.

Module Breakdown

Module 1: Introduction to Business Intelligence & Data Literacy

- What is BI and how businesses use it
- BI vs Business Analytics – practical view
- Understanding data pipelines & data-driven culture
- Real-world case study: BI in e-commerce & finance

Module 2: Excel for Business Analytics

- Advanced Excel functions: VLOOKUP, INDEX/MATCH, Pivot Tables
- Dashboarding using Excel Charts & Slicers
- Mini project: Sales KPI dashboard in Excel

Module 3: SQL for Business Decision-Making

- Relational databases overview

- Writing queries: SELECT, JOIN, GROUP BY
- Business-focused SQL use cases (churn, sales performance)
- Hands-on: Sales database analysis project

Module 4: Power BI for Visualization & Storytelling

- Power BI interface & data transformation
- Building interactive reports & dashboards
- DAX formulas and measures for calculations
- Project: Marketing Insights Dashboard

Module 5: Tableau & Modern Data Tools

- Connecting to data sources
- Filters, calculated fields, and parameters
- Creating executive-level dashboards
- Tableau Public + Resume-Ready Portfolio

Module 6: Business Analytics & Decision Science

- KPI design, balanced scorecard
- Descriptive vs Predictive Analytics
- Use of forecasting in business
- Tool: Forecasting in Power BI & Excel

Module 7: Case Studies & Domain Applications

- Analytics in Banking, Retail, Healthcare, Logistics
- Group Activities: Problem-Solution Framework using BI tools

Module 8: Final Capstone + Presentation

- Choose industry problem statement
- Build and present an end-to-end BI Solution
- Peer review and expert feedback

Certifications & Career Focus

- AI 360 Certification in BI & Business Analytics
 - Google Data Analytics Professional Certificate (optional, assisted)
 - Access to AI 360 Job Network & Mock Interview Support
 - Resume + LinkedIn Profile Optimization
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Why This Course for MBA Students

- ✓ Designed for job-readiness in data-driven roles
 - ✓ Hands-on with real datasets and business problems
 - ✓ Teaches Power BI, Tableau, SQL – Top 3 hiring tools
 - ✓ Supports career switch into Analytics, Consulting, and Business Strategy roles
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