



भारतीय प्रबंध संस्थान कोषिकोड  
Indian Institute of Management Kozhikode  
*Globalizing Indian Thought*

Batch 03

**Revolutionize Analytics and Business Intelligence**

Professional Certificate Programme in

# Advanced Analytics & Business Intelligence

**IIM Kozhikode**



Marketing Partner

**jaro education**

# BI and Analytics Market Growth

“

**Business Intelligence Market is forecasted to reach USD 73.57 Billion at a CAGR of 13.1% by 2030.**

\*Global NewsWire

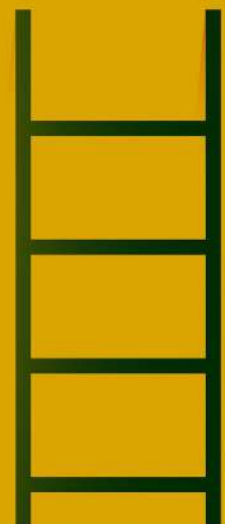
**67% of the global workforce has access to business intelligence tools.**

\*Accenture

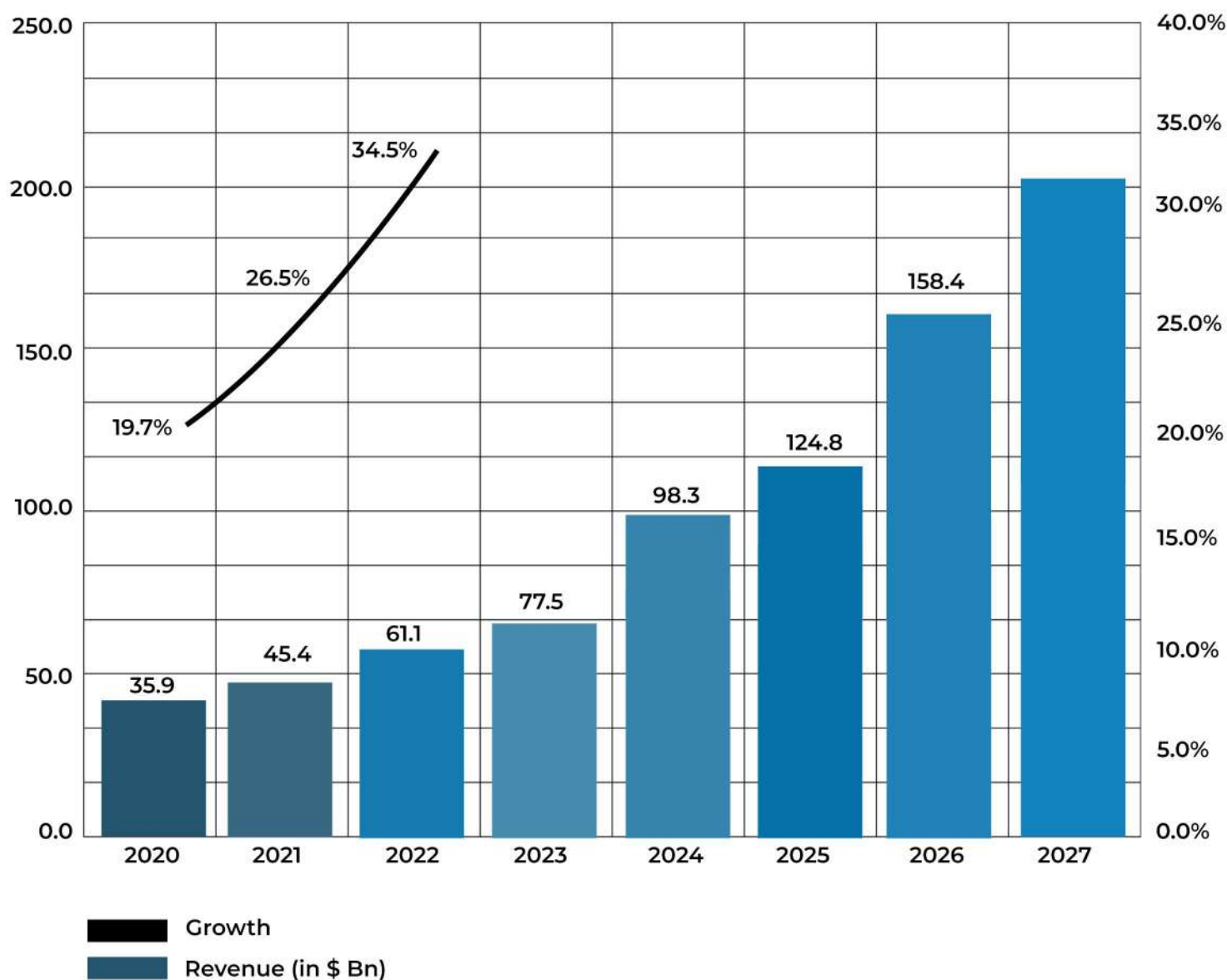
**Business Intelligence and Analytics Market size was valued at USD 31.39 Billion in 2022 and is projected to reach USD 72.32 Billion by 2030, growing at a CAGR of 8.45% from 2023 to 2030.**

\*Market Research

”



# Analytics India Market Projection





# From the Director's Desk



In today's data-driven world, there is an ever-increasing demand for professionals who can effectively analyze data and turn it into valuable insights for businesses. To meet this demand, the Indian Institute of Management Kozhikode has developed the Professional Certificate Programme in Advanced Analytics & Business Intelligence.

The programmes at IIM Kozhikode, designed by world-class faculty with cutting-edge thought leadership and industry-leading insights, empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making abilities. Our growing global footprint, acknowledged and accredited by leading institutions worldwide, is a testament to the growth we have achieved in our 28-year journey of academic excellence.

At this juncture, it is also pertinent to emphasize that both the future and the past are integral to the path taken by an institution on the journey of excellence. Having a broad, far-seeing vision is not an indulgence but a necessity to give meaning to our present and to provide this institution with a sense of purpose, direction, and imagination. That is why we have chosen to envision what IIM Kozhikode will be able to contribute to India and the world some three decades from now with Vision 2047: Globalizing Indian Thought. The Institute has set for itself a pre-eminent role with the motto mentioned above. The sheer scale, scope, and potential impact that India will have on 21<sup>st</sup>-century business make us believe that this aspiration is legitimate.

Strike the perfect balance between analytics, business intelligence, and data science skills by pursuing the Professional Certificate Programme in Advanced Analytics & Business Intelligence at IIM Kozhikode.

A handwritten signature in black ink that reads "Debashis Chatterjee".

**Prof. Debashis Chatterjee**

Director,  
IIM Kozhikode

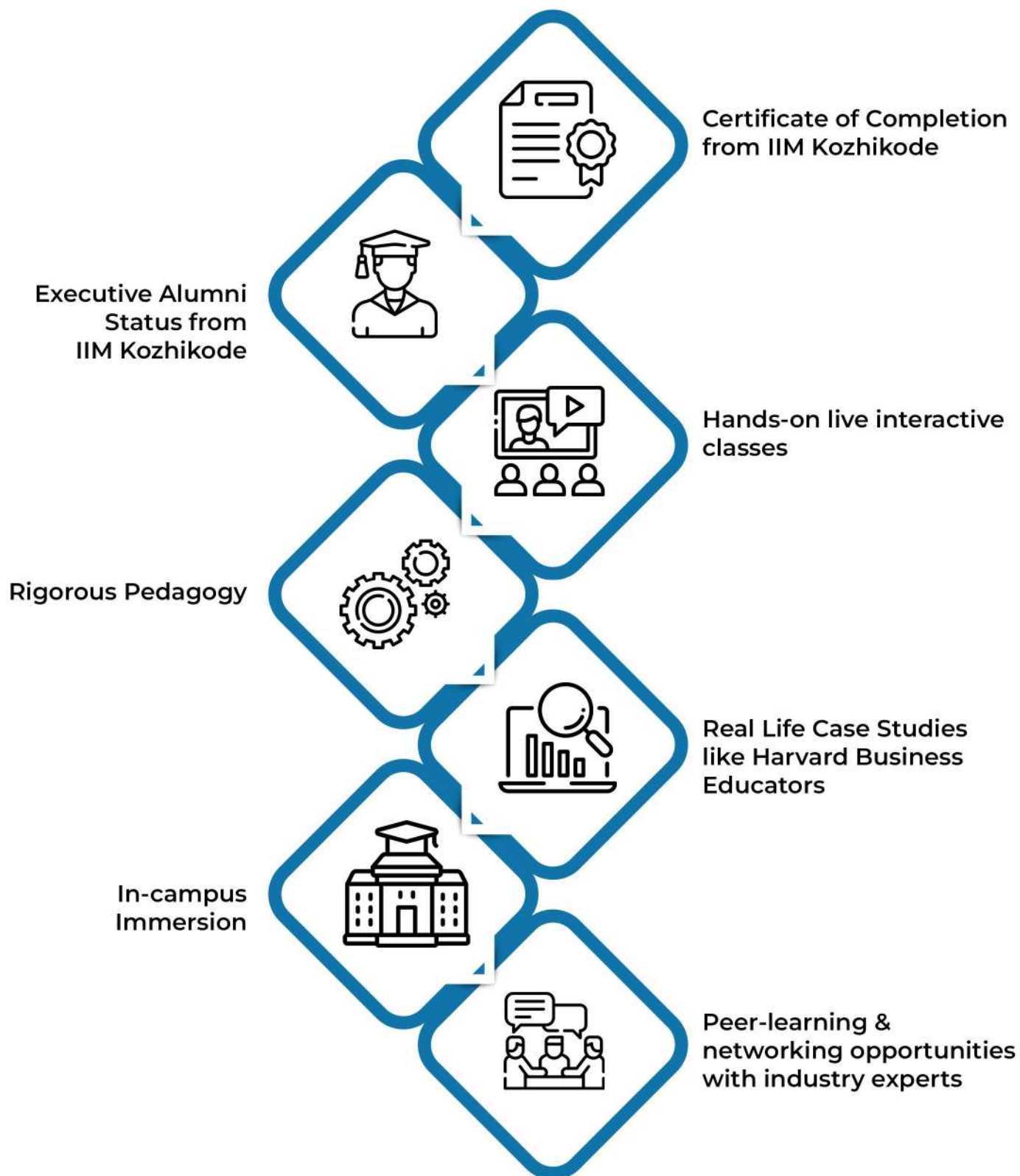


# Programme Overview

In the face of volatility, professionals are finding opportunities to accelerate analytics and business intelligent resiliency for mapping and scaling their businesses. Strengthen your calibre in analytics and BI with a Professional Certificate Programme in Advanced Analytics & Business Intelligence at the IIM Kozhikode, designed for practitioners working in business management and other allied areas and provides essential business analytics and data science skills. The programme content is designed to upskill data-driven decision-making, with an orientation of minimum disruption to professional responsibilities. The focus will be on the practical implementation of the techniques and tools with a minimalistic technical and mathematical perspective. This career-enriching programme provides rigorous theoretical, practical and hands-on training on various data handling techniques, programming using compelling software programmes (e.g., Tableau, R and Python), statistics, machine learning, deep learning and its business applications. This programme employs a combination of hands-on live interactive classes and on-campus immersive learning to strike a balance between classroom and technology-aided instruction.



# Programme Highlights





# Programme Content

## Module 1: Understanding data and visualizing using Tableau

- Types of data and descriptive statistics
- Tableau environment and its understanding
- Basic data visualization using graphical techniques
- Advanced tableau implementation and dashboard

## Module 2: Implementing Python for data analysis

- Understanding the python environment (Jupyter notebook and google collaboratory).
- Basic data handling and functions
- Advanced functions in Python
- Data visualization using Python

## Module 3: Understanding R for data analytics

- R studio and its environment understanding
- R for basic data handling
- Advanced data exploration and data handling

## Module 4: Understanding statistics and its implementation

- Introduction to statistics and its fundamentals
- Inferential statistics
- Test of hypotheses for business decisions

## Module 5: Advanced Data exploration using R and Python

- Data exploration for advanced modelling
- Data cleaning and other treatments
- Examining the readiness of the data by checking assumptions
- Data transformation for advanced modelling



## Module 6: Implementing unsupervised learning algorithms in various business applications

- Cluster analysis and its applications
- PCA for data reduction
- Association rule mining and recommendations system: application
- RFM analysis

## Module 7: Implementing supervised learning algorithms in various business applications

- Linear regression for prediction
- Implementing predictive algorithms for classification and regression
- Logistic regression for classification and prediction
- Implementing algorithms such as decision tree, KNN, Naïve Bayes, random forest, and boosting

## Module 8: Implementing deep learning in various business applications

- Understanding deep learning for business application
- ANN for business application
- Applying CNN
- Applying RNN

## Module 9: Applying time series for business applications

- Applying univariate and multivariate time series forecasting
- ARIMA, SARIMA, SARIMAX
- Structural time series modelling
- Facebook Prophet and ensemble models.

## Module 10: Text mining and unstructured data analysis in business

- Text mining for supervised learning and its applications
- Text mining for un-supervised learning and its applications

**Note:**

The above list is indicative and is subject to IIM Kozhikode's discretion.

The content provided in every module provides a brief summary. The detailed course handout will be provided upon request.

# Pedagogy

Live online classes through Zoom, where concepts will be discussed through case studies with real-life datasets.

- **Data Driven Assignment**
- **Doubt & Clarification Sessions**
- **Group & Individual Activity**
- **Hands-on Experience**
- **Capstone Project — rooted in case studies**
  - Based on the learning, the foundation of the capstone project is rooted in case studies.
- **Interactive Session from Industry Speakers— Data Science**
- **Exam format**
  - Assignment, Capstone, Class Participation, Attendance
  - No Written Examination
- **Basis statistics to Advanced Analytics**

## Explore key Case studies

Package Pricing at  
Mission Hospital  
(IMB527-PDF-ENG)

Predicting Net  
Promoter Score  
(NPS) to Improve  
Patient Experience  
at Manipal Hospital

Improving Lead  
Generation at  
Eureka Forbes  
Using Machine  
Learning  
Algorithms

Retention  
Modeling at  
Scholastic Travel  
Company



# Learning Outcomes

- Master high-demand data science and analytics languages.
- Enhance decision-making skills by utilizing various data management tools.
- Develop an understanding of executing data-driven projects in business cases.
- Acquire a strong conceptual and practical foundation in leading data science and analytics tools.

## Explore Tools and Technological Covered

### ► Data Visualization Technique    ► Programming Languages



## Programme Details

• <b>Duration</b>	• 1 year
• <b>Mode of Engagement</b>	• Direct to Device
• <b>Total 140 Learning Hours</b>	<ul style="list-style-type: none"><li>• 128 Hours of Live Interactive Online Classroom</li><li>• 12 Hours of In Campus Immersion at IIM Kozhikode</li></ul>
• <b>Schedule</b>	<ul style="list-style-type: none"><li>• Session Timings: Sunday, 6:45 pm to 9:45 pm</li><li>• Technical Orientation by Jaro Education: 6<sup>th</sup> September 2025</li><li>• Academic Orientation by IIM Kozhikode: 7<sup>th</sup> September 2025</li><li>• Application Closure Date: Closing Soon</li></ul>

- The eMDP programmes are designed to deliver a comprehensive learning experience with a focus on the total number of instructional hours as per the programme structure. While the programme is typically planned over a specific duration, the actual duration may vary depending on the completion of the required instructional hours. This ensures that the quality and content of the programme remain intact, irrespective of the time taken for its completion.
- The 140-hour programme is designed to be completed over 1 year.
- The In-Campus Modules are Mandatory. In case only the Valedictory function is attended, the expenses for it will be separate. These details will be communicated at a later stage, and participants will be required to pay these charges independently.



# Admission Criteria

- ◆ Selections will be based on candidates' profiling.

## Eligibility Criteria

- ◆ For Indian Participants- Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university (UGC/AICTE/DEC/AIU/State Government/ recognized international universities) in any discipline.
- ◆ Minimum of 1 year of work experience (after graduation) as on the programme date, i.e. technical orientation date.

## Assessment & Evaluation

- ◆ The evaluation methodology is at the discretion of the faculty. The methodology includes online quizzes, case analysis, class contribution, assignments, and any other component as decided by the faculty. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the evaluation components specified by the faculty.
- ◆ Participants who successfully complete the same and satisfy the requisite attendance criteria will be awarded a 'Certificate of Completion.' Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Participation Certificate.'
- ◆ The programme may require participants to work on individual/group assignments and or projects. The main objective of such assignments/projects will be to help the participants apply their conceptual learning of the programme to actual organizational decision scenarios.



# Fees & Instalment Pattern

Application Fees	Total Fees (excluding Application fees)
INR 2,000/- + GST	INR 2,00,000/- + GST

Instalment Pattern	
Particulars	Instalment Amount
Booking Amount	INR 80,000 + GST As mentioned in the offer
Instalment 1	INR 60,000 + GST (15 <sup>th</sup> December 2025)
Instalment 2	INR 60,000 + GST (15 <sup>th</sup> March 2026)

Easy EMI Options Available





# Certificate

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certification of Completion.'
- Participants who are unable to clear the evaluation criteria but have requisite attendance will be awarded a 'Participation Certificate.'
- "Professional Certificate Programme in Advanced Analytics & Business Intelligence" Certificate will be provided by IIM Kozhikode.





# Know The Facilitator



## **Prof. Sreejesh S** **Programme Chair and Associate** **Professor, Marketing Management**

Ph.D. [IBS Hyderabad, AACSB Accredited]

Sreejesh S is an Associate Professor of Marketing at the Indian Institute of Management Kozhikode, India. His research is published in prominent outlets such as Industrial Marketing Management, European Journal of Marketing, Journal of Business Research, Journal of Advertising Research, Computers in Human Behaviour, Journal of Brand Management, Journal of Product and Brand Management, Journal of Service Theory and Practice, and many others. He serves on the editorial board of the International Journal of Consumer Studies and has authored books with Pearson and Springer International. He is involved in several executive training programs for various companies, and coordinates and delivers lectures for short and long-duration executive certificate programmes at IIM Kozhikode.



# Career Assistance by Jaro Education

## • Resume Building

Our service comprises the meticulous creation and refinement of resumes, aligning them with corporate standards to ensure they reflect your skills and achievements. Through expert resume optimization, we enhance your professional narrative and craft an ATS-friendly resume to stand out in a competitive landscape.

## • LinkedIn Profile Optimization

We offer tailored suggestions for elevating your LinkedIn profile, strategically designed to maximize visibility and foster meaningful connections with industry leaders. Our approach ensures that your online presence resonates with the professionalism and expertise that define your career trajectory.

## • Career Enhancement Sessions

Our exclusive Jaro Connect platform provides corporate engagements with access to immersive bootcamps and masterclasses on the latest industry trends, led by esteemed experts. This empowers the participants to stay abreast of evolving market dynamics while honing their professional competencies, ensuring they thrive in today's fast-paced business environment.

**Note:** IIM Kozhikode and Jaro Education do not guarantee or promise a job or advancement in your current position. Career services are offered solely as a means to help you proactively manage your career. These services are provided by Jaro Education. IIM Kozhikode is not involved in any way with the career services mentioned above and does not make any commitments regarding them.



# CAREER



# Hear from the Participants



**MR. SOUHARDA DAS GUPTA**

Product Owner,



Jaro Education provided exceptional support throughout my IIM Kozhikode Advanced Analytics & Business Intelligence programme. Their timely tech assistance with CV building and career opportunities was invaluable. The course significantly enhanced my data analytics capabilities, delivering both theoretical knowledge and practical applications. IIMK's academic rigour combined with Jaro's professional guidance created a rewarding learning experience that has positively impacted my professional growth.



**MR. VINODH D.**

Team Lead,



My motivation for enrolling in the IIM Kozhikode programme through Jaro Education stemmed from my aspiration to transition into data analytics. I was seeking a course that offered robust academic credentials and practical learning, and IIM Kozhikode delivered just that.

The programme has significantly enhanced my confidence and technical skills, giving me a clearer direction in my career path. Jaro Education's support throughout the process was seamless, making the transition smooth and effortless.

The sessions are meticulously organised, and the faculty members are not only knowledgeable but also approachable, bringing valuable real-world applications into the classroom. The interactive nature of the classes, combined with the peer learning environment, has been immensely beneficial.

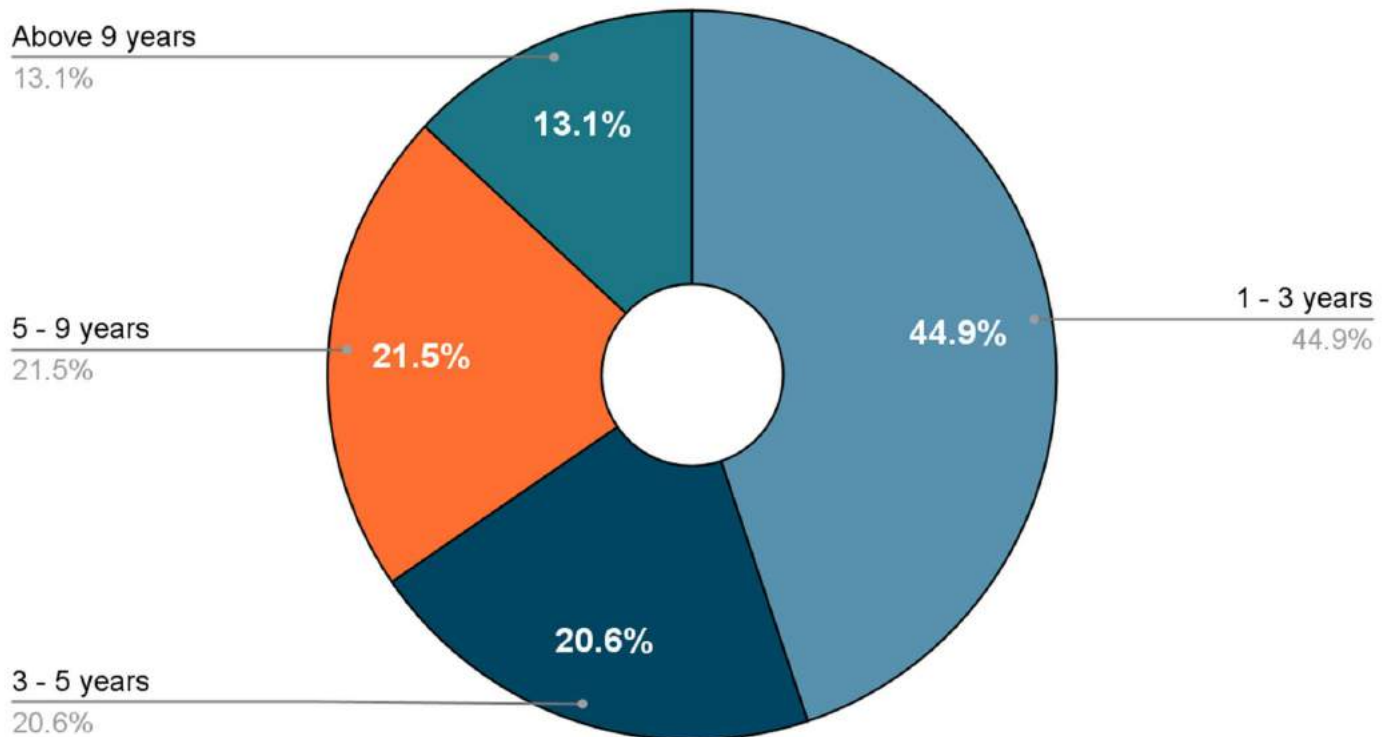
For those considering a career pivot or skill enhancement in data analytics, this programme is a strong recommendation. The blend of academic rigour and practical application truly makes it stand out.

Overall, Jaro Education has been a dependable partner in my learning journey, providing consistent support and guidance every step of the way.

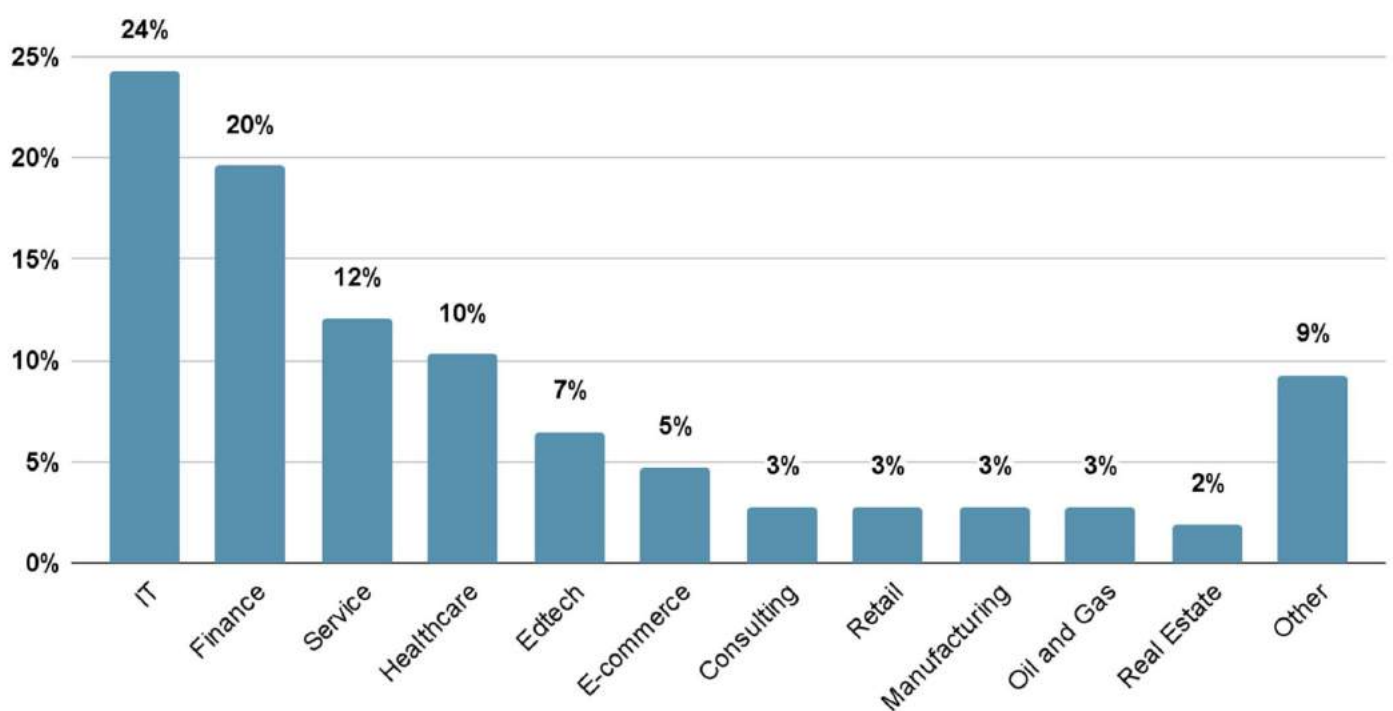


# Recent Batch Analysis

## Work Experience



## Industry Wise Bifurcation



# Recent Batch Analysis

## Top Companies Where Our Alumni are Working at:



## Top Profiles of Our Alumni



Note:-

- Past performance records do not guarantee any future opportunities.
- All company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.
- The list is partial.





# About IIM Kozhikode



Times B-School  
Rankings, 2025



Public B-Schools,  
The Week Hansa Research  
Survey 2023



NIRF India Rankings,  
(Management) 2024



70<sup>th</sup> in Global, Financial  
Times Open Enrolment  
Rankings 2024



Started in 1997 with its Post Graduate Programme (PGP), the Indian Institute of Management Kozhikode (IIMK) is on a high-growth trajectory today, offering a wide range of academic programmes in the field of management education. These include the Fellow Programme in Management, Executive PG Programmes, Management Development Programmes and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has the unique distinction of launching a PhD (Practice Track) programme for working professionals, besides bringing in new dynamic programmes such as the one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme and the Indian Business Museum.

IIMK is ranked 3rd as per NIRF India Rankings 2024: Management. The institute also features regularly among top global institutes for its flagship MBA (PGP) and EMBA programme (EPGP) in the QS World University Rankings. The institute has leapfrogged 100 spots to be placed in the Top 151-200 Institutes in Business & Management Studies globally, as per the QS World University Rankings by Subject 2024. IIM Kozhikode is also globally accredited by EQUIS (EFMD) and AMBA (UK).

IIM Kozhikode also made its debut in the prestigious Financial Times Rankings in 2023 and was recently ranked #70 among the top 80 open-enrolment executive programme providers globally for the year 2024. The feat has further consolidated the 28-year IIM's footing in an exclusive list of the foremost providers of executive education in the world. IIMK's full-time 2-year MBA is ranked #68 in FT Master's in Management Rankings 2024, and its full-time 1-year MBA made the highest debut entry at #86 rank in FT Global MBA Rankings 2025. IIM Kozhikode has successfully delivered close to 1300 MDP programmes over the past two decades, training more than 41,000 participants from 150+ organizations, which also includes several Fortune 500 companies in the process.





# About Jaro Education

**3,50,000+**  
Career Transformed

**120+**  
Programs from  
Diverse Domains

**30+**  
World's Leading  
Academic Partners

**23+**  
Learning Centres across  
India, USA & Singapore

**18+**  
Top NIRF Ranked Indian  
Institutes & Universities

**10+**  
Top QS Ranked Global  
Institutes & Universities



e-India Awards

The Best ICT Enabled  
Higher Education  
Institute Award



Educational  
Excellence Awards

Most Innovation &  
Successful online MBA  
Program in India



MODI Awards

Outstanding  
Contribution in Online  
Education



ABP Education  
Awards

Best Digital Learning  
Innovation Award



World HRD  
Congress

National Best  
Employer Accolade



World HRD  
Congress

Edtech Leadership  
Awards



Outlook Business Icon  
Awards 2023

India's Most Trusted  
Online Higher Education Company

Jaro Education is an edtech pioneer and online higher education company that specializes in executive education, serving as a liaison between the world's leading universities and institutes to create online and technology-driven programmes. The company provides a quality bucket of online executive education programs catering to domains such as Doctorate & Ph.D, Analytics & Data Science, Management, Finance, etc., from renowned national and international institutions to meet the needs of working professionals. Our goal is to foster the growth of entrepreneurs and professionals at all levels, from entry-level to C-Suite, through world-class executive education programmes.





# jaro education

**Connect With**  
**Our Admission Representative Now!**

**MR KARTHIK**

☎ +91 7397749519

✉ karthikeyyan@jaro.in

🌐 [www.jaroeducation.com](http://www.jaroeducation.com)

**JARO EDUCATION'S PRESENCE**

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Lucknow | Chandigarh  
Hyderabad | Jaipur | Kolkata | Mumbai | Nagpur | Pune