



# IBM

## CERTIFIED ANALYTICS COURSE

IBM is empowering university graduates and working IT professionals in India/South Asia with knowledge and skills to serve the largest enterprise business software suite in the world. The IBM Career Education Program is a comprehensive software education program designed by IT Professionals.

**Course Curriculum:**                      **Duration : 50 Hours**

**Eligibility Criteria: Any Graduate/Post Graduate of all Streams**

- Introduction to Business Analytics in digital Economy
- Analytics in Modern Enterprises
- Ways of importing data to work with IBM Cognos Insight
- Restructuring of data
- Create different visualizations relevant to Business uses
- Constructing a new workspace in Enterprise Business
- Different ways of formatting & entering data in reporting
- Sharing data & Publish a workspace across business stake holders
- Business case studies & problem solving
- Usage of Reporting in Marketing, HR, Operations Management
- Describe the capabilities of IBM Watson Analytics
- Adding of data into Watson Analytics
- Exploring data using Watson Analytics templates in various Business Cases
- Refining or shaping the data by creating predictive models
- Creating a dashboard to monitor events and provide key insights
- Use Watson Analytics templates for easy arrangement and alignment
- Access existing workbooks in the Workspace and review sample tutorials and Use Cases in Marketing, HR, Operations etc.
- Create visualizations in a view to convey information and

### BENEFITS OF IBM ANALYTICS FOR ALL:

- IBM Cognos Insight, a descriptive analytics tool, helps business users to independently explore, analyze and visualize data.
- In minutes user can create and share custom applications, dashboards and visualizations to help solve individual and workgroup challenges
- IBM Watson Analytics helps business users to discover new insights about the business or organization using Advanced Analytics algorithm

Further Details Contact **IBM Business Partner:**



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