



Scholar'sEdge Academy

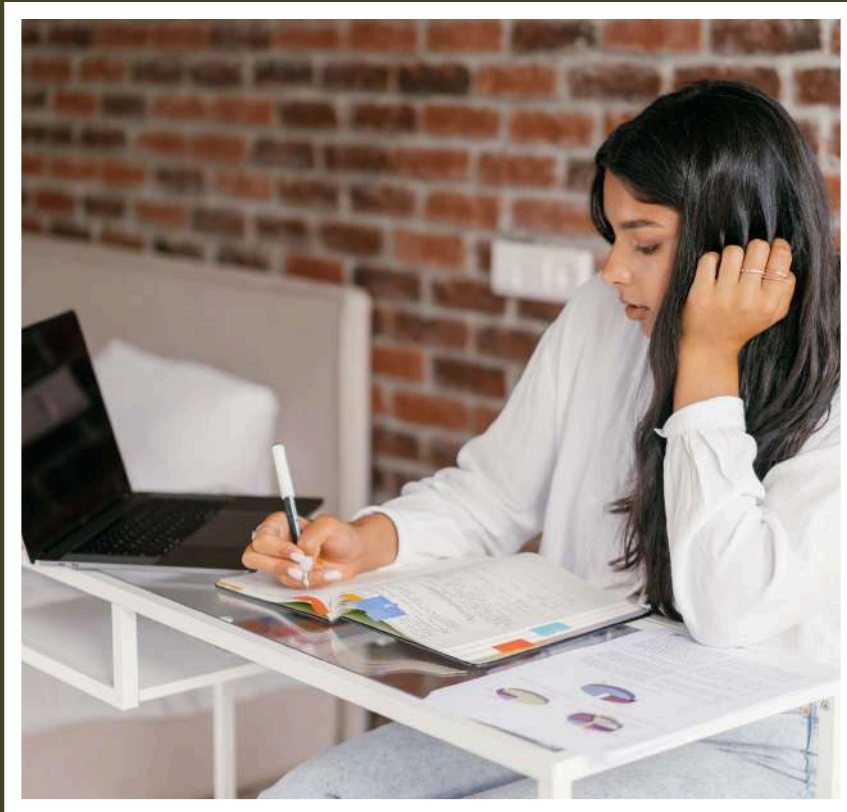
"From Vision To Venture"

building no 19, 25/1, 9th Cross Rd, : **ADDRESS**
Marenahalli, 2nd Phase, J. P. Nagar,
Bengaluru, Karnataka 560038

Scholarsedgeacademy.in : **WEBSITE**

+91 99020 58603 : **PHONE NUMBER**

DATA ANALYTICS & BUSINESS INTELLIGENCE



COURSE BROCHURE

WELCOME TO OUR INSTITUTE

Welcome Message



Transforming Aspirations into Achievements by empowering students with industry-leading skills, real-world experience, and the mindset to thrive, innovate, and lead in tomorrow's world.

Our certifications are supported by recognized quality and business standards, providing learners with credible credentials that enhance their professional profiles and demonstrate their commitment to continuous learning. These certifications serve as valuable proof of achievement and can help strengthen resumes, portfolios, and career opportunities in today's competitive job market.

Welcome to Scholar'sEdge Academy where learning meets opportunity and potential transforms into success.

We are delighted to have you join our growing community of ambitious learners, innovators, and future professionals. At Scholar'sEdge, we believe that education should go beyond textbooks and classrooms. Our mission is to equip you with practical skills, real-world experience, and the confidence needed to excel in today's competitive professional landscape.

At Scholar'sEdge Academy, we are committed to maintaining high standards of quality, professionalism, and industry relevance in our training programs. As part of our commitment to excellence, learners receive professionally recognized certifications that reflect their skills, dedication, and successful completion of the program.

Upon successful completion of our training programs, learners receive professionally recognized certifications that validate their skills, practical experience, and dedication to continuous growth. These credentials enhance career prospects, strengthen professional portfolios, and demonstrate industry readiness to employers worldwide.

Company Over View



Company Culture

At Scholar'sEdge Academy, we cultivate a culture of learning, innovation, collaboration, and growth. We believe education should be practical, supportive, and empowering, where every learner feels encouraged to ask questions, build confidence, and develop real-world skills.

Our History

Scholar'sEdge Academy exists to bridge the gap between academic learning and industry requirements by focusing on practical skills, confidence-building, and career readiness. Through hands-on, skill-based education, we empower learners to transform their knowledge into real-world success.

Our Mission

To empower students, graduates, and professionals with industry-relevant, practical skills through hands-on training, expert mentorship, and real-world experience, enabling them to build successful careers with confidence and competence.

The Goals

At Scholar'sEdge Academy, our goal is to bridge the gap between traditional education and industry expectations by transforming learners into confident, skilled, and job-ready professionals. We aim to provide practical, hands-on learning experiences that empower students to build real-world expertise, gain valuable industry exposure, and achieve long-term career success.

Our Value

01 Practical Learning

We believe knowledge becomes truly valuable when it is applied in real-world situations. Through hands-on training, live projects, and practical problem-solving, learners gain industry-relevant experience. Our approach ensures students develop the skills and confidence needed to succeed in their careers.

02 Integrity

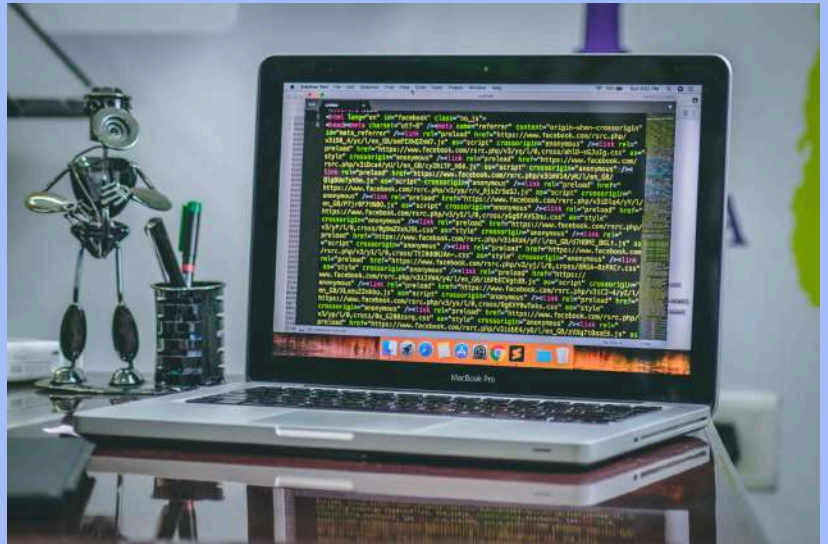
We uphold the highest standards of honesty, transparency, and professionalism in everything we do. By fostering trust, accountability, and ethical practices, we create a learning environment where students can grow with confidence and credibility.

03 Continuous Growth

We believe learning is a lifelong journey. By encouraging curiosity, adaptability, and continuous skill development, we empower learners to stay relevant, embrace new opportunities, and achieve long-term success in an ever-evolving world.



Enhancing Your Learning Journey



Weekend Activities & Skill Development

Engage in interactive workshops, coding challenges, expert talks, and skill-building sessions designed to enhance your learning experience.

Develop technical expertise, confidence, leadership, and professional skills beyond the classroom



ISO & MSME Recognition

Scholar'sEdge Academy is committed to delivering quality, industry-focused education aligned with professional standards. Our ISO-backed quality practices and MSME recognition reflect our dedication to excellence, credibility, and continuous improvement. Learners benefit from trusted certifications that enhance their professional profile and demonstrate their commitment to skill development.



Internship Opportunities

Learning goes beyond the classroom at Scholar'sEdge Academy. Through our structured internship programs, students gain practical exposure to real-world projects, industry workflows, and professional environments. This hands-on experience helps bridge the gap between learning and employment while strengthening career readiness.



Learning Management System (LMS)

Our advanced Learning Management System provides students with seamless access to learning resources, course materials, assignments, project guidelines, and progress tracking tools. The LMS ensures a flexible, organized, and engaging learning experience that supports continuous growth both inside and outside the classroom.

What To Expect

What We Expect From You

At Scholar'sEdge Academy, you will experience practical, hands-on learning that prepares you for real-world challenges. Our industry-focused programs combine expert mentorship, live projects, and skill-based training to build your confidence and expertise. You will gain valuable experience, create a professional portfolio, and develop career-ready skills. Every step of your journey is designed to help you learn, grow, and succeed.

What We Expect From You

At Scholar'sEdge Academy, we expect learners to approach their journey with dedication, curiosity, and a willingness to learn. Active participation, consistent effort, and a commitment to completing projects and assignments are essential for success. By embracing challenges, seeking continuous improvement, and maintaining a positive attitude, you can make the most of every opportunity and achieve your career goals.

Success is a partnership between the academy and the learner. We expect you to be committed, proactive, and eager to learn, while taking ownership of your growth and development. Attend sessions regularly, engage actively in projects and discussions, and be open to feedback and continuous improvement. With the right mindset and dedication, you can unlock your full potential and achieve meaningful career success.



WHY CHOOSE US

TRANSFORMING POTENTIAL INTO SUCCESS

01 Industry-Focused Learning

Our curriculum is designed to align with current industry demands and emerging technologies. Learn skills that employers value and apply them in real-world scenarios.

02 Expert Mentorship & Hands-On Experience

Learn directly from industry professionals while working on practical projects and case studies. Gain the confidence and experience needed to solve real business challenges.



03 Career-Readiness with the 4+2 Model

Benefit from 4 months of intensive training followed by 2 months of internship experience. Build a professional portfolio and graduate with practical industry exposure.



Certifications & Recognition

Our commitment to quality, skill development, and industry-oriented learning helps students build a strong professional foundation that is recognized and valued by employers worldwide.



MSME
MICRO, SMALL & MEDIUM ENTERPRISES
सूक्ष्म, लघु एवं मध्यम उद्यम
OUR STRENGTH • हमारी शक्ति

Ministry of MSME, Govt. of India



सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



ISO Certified Organization

Committed to internationally recognized quality standards, ensuring structured learning, professional training practices, and continuous improvement in education delivery.

NSDC Skill Development Focus

Focused on developing job-ready skills, practical competencies, and employability through industry-oriented training and experiential learning.

AICTE-Aligned Learning Approach

Our training methodology is designed to support industry-relevant technical education, practical learning, and career readiness aligned with modern professional standards.

MSME Registered Enterprise

Recognized by the Government of India, promoting innovation, entrepreneurship, skill development, and industry-focused learning opportunities.

Students benefit from learning in an institution that follows recognized quality standards, industry-oriented practices, and skill development frameworks designed to enhance employability and professional growth.

Student Benefits :

- Learn in a quality-focused and professionally managed environment
- Gain industry-relevant skills aligned with current market demands
- Enhance credibility with certifications from a recognized institution
- Improve employability through practical and job-oriented training
- Benefit from structured learning, projects, and internship opportunities
- Build confidence with training that follows recognized standards

Your Journey to Success

The journey continues with internship opportunities and professional exposure, allowing you to gain valuable experience in a real work environment. By the end of the program, you will have the skills, practical experience, and confidence needed to pursue career opportunities and succeed in today's competitive job market.



Learn

Build a strong foundation through structured, industry-focused training guided by experienced mentors. Gain the knowledge and technical skills needed to excel in your chosen field.



Practice

Apply your learning through hands-on projects, assignments, and real-world problem-solving activities. Develop confidence by transforming theoretical concepts into practical solutions.



Experience

Gain valuable industry exposure through internships, mentorship, and collaborative project work. Learn professional practices and understand how skills are applied in real workplace environments.



Achieve

Graduate with a professional portfolio, recognized certifications, and job-ready skills. Step into your career with confidence, credibility, and the ability to make an impact.



Data Analytics & Business Intelligence Program

PROGRAM STRUCTURE

Duration: 6 Months (4 Months Training + 2 Months Internship)

PHASE 1

DATA FOUNDATIONS & BUSINESS ANALYTICS

Module 1: Analytics Fundamentals & Business Understanding

Introduction to Data Analytics

- What is Data Analytics?
- Importance of Data in Business
- Data-Driven Decision Making
- Analytics Lifecycle
- Business Intelligence Overview
- Types of Analytics
 - Descriptive Analytics
 - Diagnostic Analytics
 - Predictive Analytics
 - Prescriptive Analytics

Business Analytics Fundamentals

- Business Processes
- Key Performance Indicators (KPIs)
- Business Metrics
- Understanding Stakeholders
- Problem-Solving Frameworks
- Data Storytelling Basics

Data Literacy

- Data Types
- Structured & Unstructured Data
- Data Sources
- Data Collection Methods
- Data Accuracy & Quality

Practical Activities

- ✓ Business Case Study Analysis
- ✓ KPI Identification Workshop
- ✓ Data Exploration Exercises

Module 2: Excel for Analytics & Reporting

Excel Fundamentals

- Workbook Management
- Formatting Techniques
- Data Validation
- Named Ranges

Data Manipulation

- Sorting
- Filtering
- Conditional Formatting
- Text Functions
- Date Functions

Business Functions

- IF
- Nested IF
- VLOOKUP
- HLOOKUP
- XLOOKUP
- INDEX & MATCH

Advanced Analytics

- Pivot Tables
- Pivot Charts
- Slicers
- Dashboard Development

Data Cleaning Techniques

- Removing Duplicates
- Handling Missing Values
- Data Standardization

Project

 Sales Performance Dashboard

PHASE 2

DATABASES & SQL FOR ANALYTICS

Module 3: Database Fundamentals

Database Concepts

- Database Management Systems
- Relational Databases
- Database Architecture
- ER Diagrams
- Data Modeling

SQL Environment Setup

- MySQL Installation
- Database Creation
- Table Design



Practical Activities

- ✓ Database Design Exercise
- ✓ Business Data Modeling

Module 4: SQL for Data Analysis

SQL Fundamentals

- SELECT
- WHERE
- ORDER BY
- LIMIT
- DISTINCT

Data Filtering & Aggregation

- GROUP BY
- HAVING
- Aggregate Functions

SQL Joins

- Inner Join
- Left Join
- Right Join
- Full Join

Advanced SQL

- Subqueries
- Views
- CTEs
- Window Functions
- Ranking Functions

SQL Analytics

- Customer Analysis
- Revenue Analysis
- Product Performance Analysis

Project

Retail Sales Analytics System

PHASE 3

POWER BI & BUSINESS INTELLIGENCE

Module 5: Power BI Fundamentals

Introduction to Power BI

- Business Intelligence Concepts
- Power BI Ecosystem
- Data Sources

Power Query

- Data Import
- Data Cleaning
- Data Transformation

Data Modeling

- Relationships
- Star Schema
- Snowflake Schema



DAX Fundamentals

- Measures
- Calculated Columns
- Time Intelligence

Dashboard Development

- Interactive Reports
- Filters
- Drill Through
- Bookmarks

Project

Executive Performance Dashboard

Module 6: Advanced Power BI

Advanced DAX

- Variables
- Ranking Functions
- Dynamic Measures

Advanced Visualizations

- KPI Dashboards
- Financial Dashboards
- Sales Dashboards

Power BI Service

- Publishing Reports
- Workspace Management
- Dashboard Sharing

Real Business Analytics

- Financial Analytics
- HR Analytics
- Marketing Analytics

Project

Business Intelligence Dashboard

PHASE 4

TABLEAU & DATA VISUALIZATION

Module 7: Tableau for Data Storytelling

Tableau Fundamentals

- Tableau Interface
- Connecting Data Sources
- Worksheets & Dashboards

Data Visualization

- Charts & Graphs
- Heat Maps
- Tree Maps
- Geo Maps

Dashboard Design

- Interactive Dashboards
- Storytelling Techniques

Business Reporting

- Executive Dashboards
- Management Reporting

Project

Interactive Business Dashboard

PHASE 5

PYTHON FOR DATA ANALYTICS

Module 8: Python Foundations

Python Basics

- Variables
- Data Types
- Operators
- Functions
- Loops
- Conditional Statements

Data Structures

- Lists
- Tuples
- Dictionaries
- Sets

Practical Exercises

- ✓ Business Data Processing
- ✓ Automation Tasks

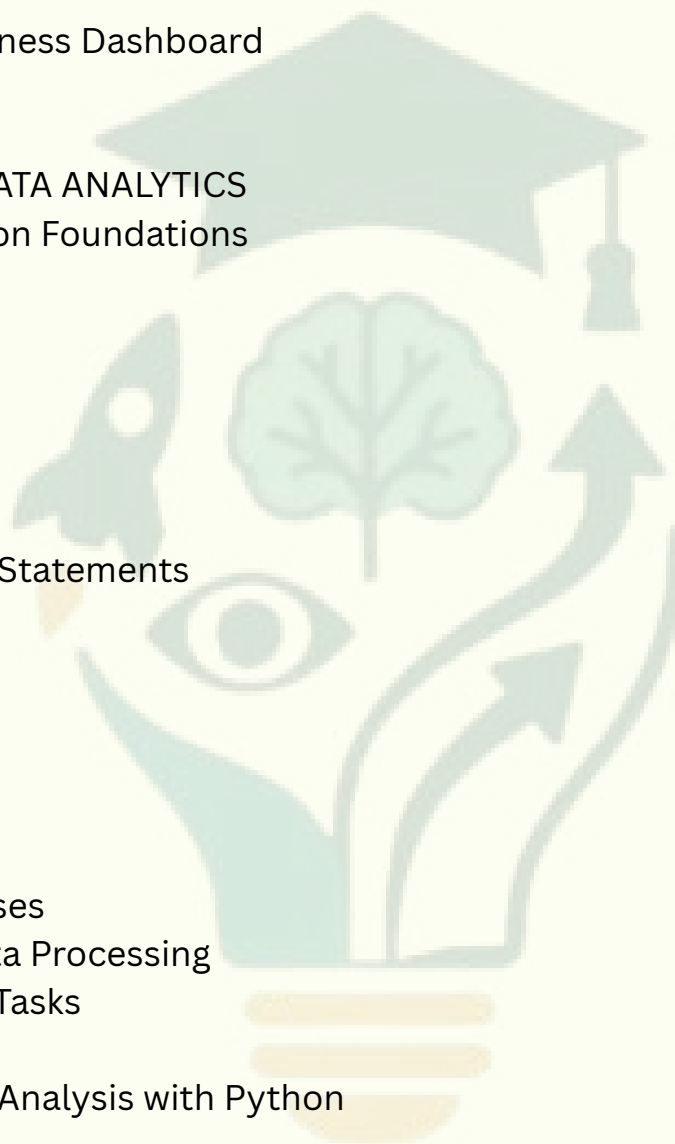
Module 9: Data Analysis with Python

NumPy

- Arrays
- Mathematical Operations
- Statistical Functions

Pandas

- DataFrames
- Data Cleaning



- Data Transformation
- Merging Datasets

Data Visualization

- Matplotlib
- Seaborn

Exploratory Data Analysis

- Trends Analysis
- Pattern Recognition
- Business Insights

Project

Customer Behavior Analytics

PHASE 6

AI FOR DATA ANALYTICS

Module 10: AI-Powered Analytics

Generative AI for Analysts

- ChatGPT for Data Analysis
- Gemini for Research
- AI Data Interpretation

Prompt Engineering

- Analytics Prompts
- Dashboard Prompts
- Reporting Prompts

AI Reporting

- Automated Reports
- AI Dashboards
- Insight Generation

Predictive Analytics Introduction

- Forecasting Concepts
- Trend Analysis
- Business Predictions

Project

AI Business Insights Report



PHASE 7

BUSINESS ANALYTICS & DECISION INTELLIGENCE

Module 11: Business Intelligence Frameworks

Business Analysis

- Requirement Gathering
- Gap Analysis
- Process Mapping

KPI Design

- Sales KPIs
- Marketing KPIs
- Financial KPIs
- Operational KPIs

Decision Intelligence

- Strategic Planning
- Data-Based Decisions
- Risk Analysis

Project

Enterprise Performance Dashboard

Module 12: Analytics Portfolio & Career Accelerator

Portfolio Development

- Dashboard Portfolio
- GitHub Portfolio
- LinkedIn Optimization

Professional Skills

- Business Presentations
- Data Storytelling
- Stakeholder Communication

Career Preparation

- Resume Building
- Mock Interviews
- Analytics Case Studies

Final Capstone Project

End-to-End Business Analytics Solution

INDUSTRY INTERNSHIP (2 MONTHS)

Month 5 – Analytics Sprint

Activities

- SQL Reporting
- Dashboard Development
- Data Cleaning
- Business Analysis

Deliverables

- ✓ SQL Analytics Report
- ✓ Power BI Dashboard
- ✓ Tableau Dashboard

Month 6 – Client Project & Portfolio Showcase

Activities

- Real Industry Dataset Analysis
- Executive Reporting
- Dashboard Deployment
- Client Presentation

Deliverables

- ✓ Internship Certificate
- ✓ Industry Project Report
- ✓ Analytics Portfolio
- ✓ Capstone Presentation

