



STUDY IQ SKILLS | IBM

CERTIFICATION IN DATA ANALYTICS WITH GENAI

Your Gateway To Building
A Career In Data Analytics

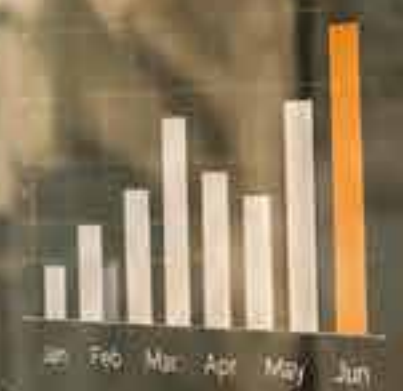


AI INSIGHTS
Predictive Accuracy
92%



Data-Driven
Decisions

DATA TRENDS



GENAI INSIGHT

Automated insights
accelerate decisions
and drive impact.



The Future of Work Is *Data-Driven & AI-Enabled*

A flagship program designed to help learners master the world's most in-demand Data Analytics skills- Excel, SQL, Statistics, Power BI, Tableau, Python, Exploratory Data Analysis, and GenAI-powered analytics workflows.

Built for professionals who want to analyze real business data, build interactive dashboards, generate insights, and leverage AI tools to improve productivity and decision-making.

India is rapidly becoming a global hub for data-driven decision-making, business intelligence, and AI-powered analytics, making now the perfect time to build these high-impact skills.



India's Analytics & Data Market projected to reach \$16-20 billion by 2027



35+ Million roles in India will require data literacy & analytics skills by 2030



Data & AI adoption rising across IT, BFSI, HR, Marketing, Operations, E-commerce, Healthcare, and Retail



65%+ of global employers believe AI-powered analytics will significantly transform business decision-making

Data Analytics is set to reshape over 35+ million data-driven roles in India by 2030

Data Analyst *Careers*

1. Junior Data Analyst
2. Data Analyst
3. Business Intelligence (BI) Analyst
4. MIS / Reporting Analyst
5. Operations Analyst
6. Marketing Data Analyst
7. Financial Data Analyst
8. Risk & Compliance Analyst
9. Product Data Analyst
10. Supply Chain Analyst
11. Dashboard Developer (Power BI / Tableau)
12. AI-Augmented Data Analyst

Top Hiring *Companies*





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High Growth Careers

Data Analytics Jobs In 2030

Average Pan India: **INR 5-7 lakh per annum**

Salaries in Data Analytics

**INR 3.5L
to INR 6L**

Freshers
(0-2 years)

**INR 7L to
INR 12L**

Experienced
(3-7 years)

+ Additional earnings through performance-based incentives

Career *Path*





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About the *Program*

The Data Analyst with GenAI Certification is a 200- Hour instructor-led training program designed to help learners master end-to-end data analysis and apply AI-powered tools to generate meaningful business insights using **Excel, SQL, Python, Power BI, Tableau, Statistics,** and modern analytics workflows.

This program is co-developed and powered by IBM, providing you with access to world-class analytics and AI courses, guided hands-on labs, and an industry-recognized certification designed to strengthen your skills and enhance your employability.

Whether you're a student, working professional, or career switcher, this program equips you with the practical skills to analyze real-world data, build interactive dashboards, perform advanced analytics, and leverage GenAI tools to deliver data-driven, enterprise-ready business insights.

Learning Outcomes:



Master advanced Excel techniques for reporting, data cleaning, and dashboard creation



Write efficient SQL queries to extract, manipulate, and analyze real-world business data



Apply statistical concepts to interpret trends, patterns, and business performance



Build interactive dashboards using Power BI and gain exposure to Tableau



Perform data cleaning, manipulation, and exploratory data analysis using Python (Pandas, NumPy)



Conduct hypothesis testing, correlation, and regression analysis for deeper insights



Leverage GenAI tools to automate analytics workflows and enhance productivity



Develop portfolio-ready analytics projects aligned with real industry roles



Create 20+ mini projects + a capstone aligned with industry roles

Certification in Data Analytics
200+ Hrs online course to future-proof your career



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Key *Highlights*



Designed to be industry-ready

In Collaboration with IBM

- Program designed and delivered in collaboration with IBM experts
- Access 30 hours of IBM-designed courses
- 12 IBM Masterclasses by industry experts
- Access to IBM's Guided Labs & GenAI tools
- Hackathons & innovation challenges
- Quarterly Campus Immersions at IBM for top performers



Industry-Ready Data Analyst Training

- Work on real datasets using Excel, SQL, and Python for data analysis.
- Build Power BI dashboards and generate data-driven insights.



Learn through hands-on labs & live coding

- Practice on real business datasets using SQL and Python.
- Apply analytics concepts through guided labs and coding sessions.



Exposure to 20+ Industry Tools & Technologies

- Learn tools like Excel, SQL, Power BI, Tableau, Python, Pandas, and Jupyter.
- Gain hands-on experience with data visualization and analytics tools.



Build 25 Industry Projects That Mirror Real Data Analyst Tasks

- Work on projects involving dashboards, SQL analysis, and data pipelines.
- Build portfolio-ready projects like A/B testing and customer analytics.



Tech-First Learning Ecosystem

- 24/7 LMS: content, recordings, tests.
- Access to virtual labs for practice - no installations needed.



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Industry-Leading Tools

You Will Master

Throughout the program, learners will gain hands-on experience with top Data Analytics tools, widely used across industries.

Python Programming for Data Analysis



Tableau Foundation



Statistics and EDA



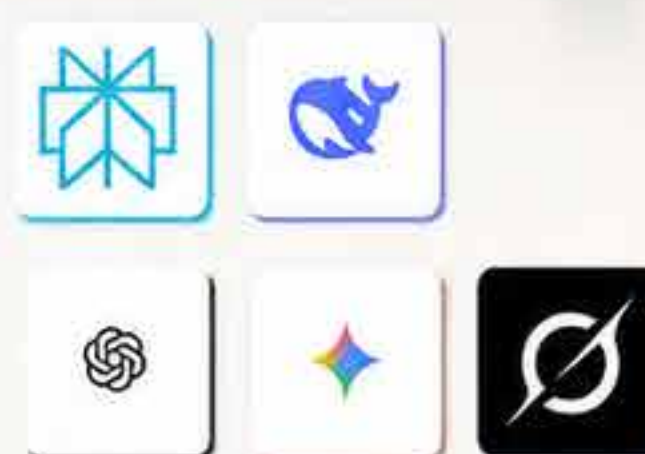
Power BI



SQL



Gen AI



Outcomes:

20+

Tools &
Frameworks Covered

25

Industry Projects

5

Capstone Project

12

Masterclasses
by IBM

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Industry-Ready with **IBM**

The program is co-developed with IBM industry experts and combines IBM's enterprise-grade Business Analytics tools, real-world case studies, and hands-on projects with StudyIQ Skills's academic excellence to ensure you are industry-ready from Day 1.

In Collaboration with IBM

What You Will Gain:



30 hours of carefully curated IBM courses to further your knowledge

1. AI Applications with Python and Flask (11 hrs)
2. Generative AI Skills for Business Intelligence (13 hrs)
3. Generative AI Essentials (6 hrs)



IBM

"Organizations are seeing a strong demand for professionals who can translate data into business decisions across functions like Sales, Marketing, Operations, and Finance. We're pleased to collaborate with Adda247 Skills on this Business Analytics certification, supported by IBM learning resources, to help learners build practical, job-relevant analytics capability."

Learning *Journey*



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Course *Syllabus*

Module 1

(27 Hours)

(Advanced Excel for Data Analytics)

1. Advanced formulas & logical functions
2. Text, date & lookup functions
3. Data cleaning & transformation
4. Pivot Tables & Pivot Charts
5. KPI tracking Dashboard design principles
6. Reporting automation techniques

Tools:

Microsoft Excel, Google Sheets

Generative AI Masterclass:

Prompt Engineering for Analytics

IBM-designed Course:

Generative AI Essentials (6 hrs)

Module 2

(36 Hours)

(SQL for Data Analysis)

1. Database fundamentals
2. SELECT, WHERE, ORDER BY
3. GROUP BY & HAVING
4. Aggregate functions
5. JOINS (Inner, Left, Right, Full)
6. Subqueries
7. Case statements
8. Working with real business datasets
9. Query optimization basics

Tools:

MySQL / SQLite

Generative AI Masterclass:

NL-to-SQL + Query Optimization with AI

Module 3

(09 Hours)

(Statistics - Foundations)

1. Mean, Median, Mode
2. Variance & Standard Deviation
3. Probability basics
4. Data distributions
5. Sampling concepts
6. Introduction to business interpretation

Tools:

Microsoft Excel + Analysis Toolpak

6 MONTHS
Career
Transformation

4 MONTHS
Real-World
Projects

3 MONTHS
Data Analysis
Expertise

2 MONTHS
Core Technical
Skills

1 MONTH
Foundations
& Basics

Course *Syllabus*

Module 4

(27 Hours)

(PowerBI & Tableau for Data Visualization)

1. Data import & transformation
2. Data modeling
3. Relationships
4. DAX fundamentals
5. Calculated columns & measures
6. KPI dashboards
7. Interactive reports
8. Business storytelling

Tableau (Pre-Recorded Module)

- Tableau interface & data connection
- Data blending basics
- Calculated fields
- Interactive visualizations
- Dashboard design principles

Tools:

Power BI, Tableau, Power Query

Generative AI Masterclass:

AI-Enhanced Dashboarding + Automated Insights

IBM-designed Course:

Generative AI Skills for Business Intelligence (13 hrs)

Module 5

(45 Hours)

(Python for Data Analytics)

1. Python fundamentals
2. Data types, loops, conditionals
3. Functions & error handling
4. Pandas for data manipulation
5. NumPy basics
6. Data cleaning & preprocessing
7. Exploratory Data Analysis (EDA)
8. Data visualization (Matplotlib, Seaborn)
9. Working with datasets
10. Jupyter Notebook usage

Tools:

Python, Pandas, NumPy, Matplotlib, Seaborn, Jupyter Notebook, Google Colab.

Generative AI Masterclass:

AI-Assisted Python Code Generation & Debugging.

IBM-designed Course:

AI Application with Python and Flask (11 hrs)



Course *Syllabus*

Module 6

(27 Hours)

(Advanced Statistics & Exploratory Data Analysis)

1. Hypothesis testing
2. Correlation analysis
3. Regression basics
4. Confidence intervals
5. Business case interpretation
6. Structured EDA techniques
7. Insight reporting

Tools:

Python (Numpy, Pandas, SciPy, StatsModel)

Generative AI Masterclass:

AI-Powered EDA & Statistical Storytelling

Module 7

(20 Hours)

(Career Preparation & Soft Skills)

1. LinkedIn Optimization
2. Resume Building
3. Vocabulary Building
4. Comprehension and GD
5. Interview & Group Discussion Preparation
6. Voice, Narration and Role-Play Based Group Discussion
7. Core Soft Skills

Module 8 (Capstone)

(6 Hours)

(Choice of any 1 Capstone from 5 Specialized Tracks)

1. Black Friday Analysis
2. Financial Performance Analysis
3. Risk Analytics in Insurance Domain
4. Superstone Marketing Campaign Analysis
5. UPI Transactions Data Analysis



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Course Syllabus



Module 6

(Advanced Statistics & Exploratory Data Analysis)

(27 Hours)

1. Hypothesis testing
2. Correlation analysis
3. Regression basics
4. Confidence intervals
5. Business case interpretation
6. Structured EDA techniques
7. Insight reporting



Tools:

Python (Numpy, Pandas, SciPy, StatsModel)



Generative AI Masterclass:

AI-Powered EDA & Statistical Storytelling



Module 7

(Career Preparation & Soft Skills)

(20 Hours)

1. LinkedIn Optimization
2. Resume Building
3. Vocabulary Building
4. Comprehension and GD
5. Interview & Group Discussion Preparation
6. Voice, Narration and Role-Play Based Group Discussion
7. Core Soft Skills



Module 8 (Capstone)

(Choice of any 1 Capstone from 5 Specialized Tracks)

(6 Hours)

1. Black Friday Analysis
2. Financial Performance Analysis
3. Risk Analytics in Insurance Domain
4. Superstone Marketing Campaign Analysis
5. UPI Transactions Data Analysis





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Learn The Very Latest In Data Analytics With GenAI

1st Time in India



15+ Hours
of Dedicated GenAI Training
for Data Analysts

- Learn how to leverage Generative AI for data analysis, automation, and faster insights with 15 hours of targeted GenAI training
- Gain 15+ hours of hands-on learning through live sessions, AI tools, and real-world analytics projects focused on integrating GenAI into modern data workflows



Mode of Learning:
Live Instructor Led Sessions



Duration:
6 months



Class Schedule:
Sat, Sun: 7:00 PM - 10:00 PM
Tue: 7:00 PM - 10:00 PM



Classes Conducted on:
Zoom



Choice of 5 Capstone Project

Choose 1 Capstone Project from 5 specialized industry tracks and solve real business problems using SQL, Python, Statistics, and Power BI.



1. UPI Transaction Analytics Platform

Analyze large-scale UPI transaction data to detect fraud patterns, track spending behavior, and build dashboards for financial insights.



2. Insurance Risk & Claims Intelligence

Analyze insurance datasets to identify risk patterns, evaluate claim performance, and build dashboards for operational insights.



3. Financial Performance Intelligence Dashboard

Build interactive dashboards to analyze revenue, expenses, and profitability trends for strategic business decisions.



4. Black Friday Retail Sales Intelligence

Analyze retail sales data to uncover customer behavior patterns and forecast product demand during major sales events.



5. Marketing Campaign & Customer Intelligence

Analyze campaign data to identify high-value customer segments & measure marketing performance.





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25 Industry Relevant Projects

The program includes 25 Industry Relevant projects that help learners apply Data Analytics concepts in real-world scenarios to help you build a strong portfolio to showcase to potential employers.



Retail Sales Analysis

From Cart to Conversion:
Decoding Retail Customer Behavior



Hospital Analytics Dashboard

Inside the ER: Building a
Hospital Operations
Intelligence Dashboard



Designing Clinical Database

Architecting Care: Designing
a Scalable Hospital
Management Database



Healthcare Information System

Healthcare Data Engine:
Managing a Real-World
Hospital Information System



StudyIQ Skills - SQL Analytics

Learning at Scale: Designing
& Analyzing an EdTech
Intelligence System



HR Performance Analytics

Workforce Insights Lab:
Compensation &
Performance Snapshot
with Excel



Netflix Data Modeling

Data Modeling Mastery:
Building a Content
Intelligence Framework



Content Performance Dashboard

Streaming Success:
Netflix Content
Performance Dashboard



Ekart Activity Tracker

Logistics in Motion:
Building an Ekart Shipment
Intelligence Tracker

Hands-on class Exercises



Executive Sales Intelligence Dashboard Design Challenge

Build an executive-level dashboard with dynamic KPIs and decision-ready visual storytelling



HR Attrition Risk Analysis Project (SQL Intensive)

Perform end-to-end attrition analysis using advanced joins, subqueries & business logic



A/B Testing & Hypothesis Validation Workshop

Conduct real-world statistical testing to support strategic decisions



Exploratory Data Analysis Pipeline Lab (Python)

Build a complete EDA workflow with automated insight generation



Customer Segmentation & Cohort Analysis Exercise

Apply statistical modeling techniques for actionable customer insights



SQL Performance Optimization & Query Refactoring Task

Benchmark and optimize complex queries for speed and efficiency



Power BI Dashboard Development with DAX KPIs

Develop interactive dashboards with advanced DAX-driven metrics





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FOCUS: LIVE HANDS-ON CODING PRACTICE

Learn from industry experts with
real-world experience in data analytics



Fasttrack

Accelerate your
learning journey
with focused,
weekly live
sessions.



Optimize

Learn how to write
clean, efficient,
and scalable
code.



Code

Apply concepts
in real-time
through live
coding labs
with faculty.



Upskill

Build job-ready
capabilities
through project
work and
practice.



Sprint

Simulate real IT
sprints and solve
business-style
challenges.



Live Once a Week

100% Coding,
0% Theory



Virtual Labs

24/7 Access to
virtual labs for
practice - no
installations needed



Sprint simulation

Experience real
world project
scene scenarios



WHY JOIN US?

- ✓ Build confidence through hands-on practice
- ✓ Strengthen problem-solving and teamwork
- ✓ Boost your profile for tech placements and internships
- ✓ Exciting Scholarships for the Top 3 performers



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EXPERIENTIAL LEARNING

The program is delivered through an innovative experiential learning methodology with live lectures by senior industry experts for theoretical understanding followed by a heavy focus on practical learning through real-world case studies, projects, and discussions.

LEARNING BY DOING – LEARNER JOURNEY



1 Enroll & Start Self-Paced Learning

Enroll and start learning through self-paced video lessons on our learning portal.

2 Offline / Classroom Training & Expert Sessions

Learn from industry experts who are ex-bankers



3 Quizzes & Knowledge Checks

Reinforce learning with interactive quizzes and assessments.

4 Hands-on Assignments

Practice real-world data analysis tasks using Excel, SQL, Python, and Power BI.



5 IBM-Curated Courses

Study from industry experts via self-paced courses designed by IBM to enhance your knowledge.

6 25 Industry Projects

Work on real-world projects using dashboards, SQL, and Python analytics.



7 Career Assistance

Resume building and LinkedIn Optimization

8 Capstone Project

Build a real-world data analytics solution using Excel, SQL, Python, and Power BI.



9 Certification

Earn a program certification upon successful completion of your capstone project.



Why Sign Up?

- Key Benefits Of The Program



First of its Kind Data Analytics Program with Gen AI

15+ Hours of GenAI tools training for data analytics success, among the first courses in India to offer Gen AI



Industry-First Curriculum

Master Data Analytics and Gen AI with 200 hours of the latest global and Indian trends and tools



Five Certifications

Earn IBM, StudyIQ Skills and NASSCOM certifications to boost your career prospects.



Gain Access to IBM Expertise and Resources

Access IBM courses, Virtual Labs, GenAI tools, Masterclasses, Hackathons and much more!



Mock Interviews & Career Mentorship

Soft skills training, aptitude training, Personalized resume-building, interview prep & feedback.



Affordable Tuition Fees

Access high-quality education without the high costs of traditional classrooms

Career Assistance

The Career Assistance team at StudyIQ Skills provides 100% career assistance to help learners build successful Data Analytics careers at leading companies.

Getting You Job Ready



Professional Resume Enhancement

Build a strong resume for Data Analytics roles with expert feedback, impactful project highlights, and role-aligned positioning.



Structured Interview Preparation

Build a strong resume for Data Analytics roles with expert feedback, impactful project highlights, and role-aligned positioning.



Mock Interviews with Experts

1:1 and panel-style mock interviews with industry experts to improve clarity, confidence, and interview performance.



Portfolio-Ready Project Work

Build real Data Analytics projects and create a GitHub-ready portfolio showcasing skills in Excel, SQL, Python, and Power BI.

Passing Criteria for Certification and Placements

- ✓ Attend at least 80% of live training sessions
- ✓ Score a minimum of 80% on assignments and assessments
- ✓ Clear the mock interviews as per Instructor's feedback

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Top Hiring Companies Where Our Learners Work

Our learners have secured roles across fast-growing startups, product companies, analytics firms, and global enterprises.



Job Roles Our Learners Have Secured

Our learners have successfully secured roles across data, operations, and analytics teams in leading startups and global companies.

- MIS Analyst
- Business Analyst
- Quality Analyst
- CRM Analyst
- Data Quality Analyst
- Platform Research Associate
- Data Research Intern
- MIS Executive
- Operations Executive
- Data Analyst Intern



Salary Packages Secured by Our Learners

Our learners have secured competitive salary packages across startups, analytics firms, and global companies.

₹3.5 LPA

₹10+ LPA

IIM-Grade Faculty

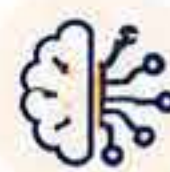
Our faculty are senior industry experts with at least 10 years of experience, and are passionate about teaching and creating the next generation of Data Analysts.



Praveen Punia

Data Science & Analytics Trainer

- 6+ years of data science experience across finance, healthcare, and retail.
- Trained 30,000+ learners through top edtech platforms and corporate programs.
- Expert in Python, R, SQL, BI tools, NLP, Deep Learning & GenAI with strong modeling and visualization skills.
- Specialized in business analytics use cases like MMM, pricing, churn, credit risk, and time series—known for structured, impact-oriented training.



Dipayan Sarkar

Data Science and AI Consultant

- 23+ years in AI, data science, and enterprise strategy
- Ex Apple, Maersk Group, Hexaware
- Led global AI/ML projects across finance, retail, and manufacturing
- Trained teams at Deloitte, Credit Suisse, and government bodies
- Visiting faculty at top institutes like NMIMS and Masters' Union*



Utkarsh Sharma

Data Scientist

- Experienced Data Scientist and Educator with a record of mentoring over 6,000 learners.
- Specializes in hands-on training, real-world projects, and personalized guidance.
- Helps learners achieve career growth and transitions in AI and analytics.



Ejaz Ahmed Qazi

Data Science Trainer

- Data Science Trainer with 7 years' experience in Power BI, visualization, machine learning, and statistics.
- Passionate about simplifying data concepts and teaching practical problem-solving skills.
- Focuses on visual storytelling and analytical thinking to empower data professionals.



Dr. Ankita Thakkar

Technical Trainer

- 12+ years of experience
- Trained over 5000+ students globally
- Doctorate in Machine Learning with a perfect 4.0/4.0 GPA
- Master of Science (Computer Science), University of Nevada, USA



Sucheta Mukherjee

Data Analytics & Data Science Trainer

- Data Analytics & Data Science trainer with 10+ years' experience (Henry Harvin, ex-IKA).
- Trained 1000+ learners across India, the Middle East & Southeast Asia.
- Skilled in Python, SQL, Power BI, Excel, Tableau & Google Data Studio.
- MCA with certifications in AWS, Digital Marketing & VB.Net.

Industry Experts as Faculty

Our faculty are senior industry experts with at least 10 years of experience, and are passionate about teaching and creating the next generation of Data Analysts.



Atul Krishna

Senior Data Engineer

- Senior Data Engineer with 9+ years of experience in complex data solutions and insights.
- Skilled in data modeling, advanced Python, and cloud infrastructure.
- Recently started content creation, combining technology expertise with storytelling.



Samraat Pattanayak

Manager - AI & Analytics | Cognizant

- 6+ years in Data Science, Business Analytics & Consulting; currently leading AI/GenAI projects at Cognizant.
- Proven impact: 15% sprint velocity boost, 95%+ client satisfaction (Wendy's, Wynn Resorts).
- MBA - Business Analytics (SOIL) | B.Tech - Electrical (UEM Jaipur); ex-Consultant at IIM Ahmedabad & Lume Renewables.



Shivam Garg

Trainer

- Principal Data Scientist, DMI Finance with 7+ years in Telecom & Fintech
- Ex- Airtel X Labs and Accenture Research Labs
- Visiting Faculty at IIIT Bangalore, IIT Patna & LJMU
- Delivered 15,000+ live sessions, training 1,00,000+ learners in Data Science & AI/ML



Shaghil Jamal

Data Science & AI Trainer

- 5+ years of expertise in Data Science, Machine Learning & Generative AI training.
- Trained 5,000+ learners across India and international programs.
- Delivered 1,000+ hours of high-impact online and offline training.
- Hands-on, project-driven learning with real industry use cases.
- Simplifies complex AI & data concepts into practical skills.



Pranav Pankaj Jaipurkar

Data Scientist

- 4+ years of experience in Data Science, Machine Learning & Quantitative Financial Analytics.
- Worked extensively on financial data automation, ML model deployment, and production-grade data pipelines across global markets (India, US & Japan).
- Worked at Edelweiss Financial Services Ltd., Zdaily, and Forwood Safety.



Lakhan

Data Analyst & AI Specialist

- 5+ years of experience in Python Backend Development, Generative AI & Agentic AI
- Worked at Ariumsoft, Intelliment (Rubiscape) and Rhythmflows Solutions (BBPS)
- Trained 50,000+ students in DSA, AI, Generative AI, Agentic AI & Programming
- Developed AI platforms achieving up to 92% accuracy and handling 11,000+ users

Who is this Program for?



Recent Graduates And Post Graduates

Aspiring analysts and data enthusiasts aiming to launch a career in data analytics or related domains.



Career Changers

Professionals from non-technical or non-analytical backgrounds looking to transition into the high-demand field of data analytics.



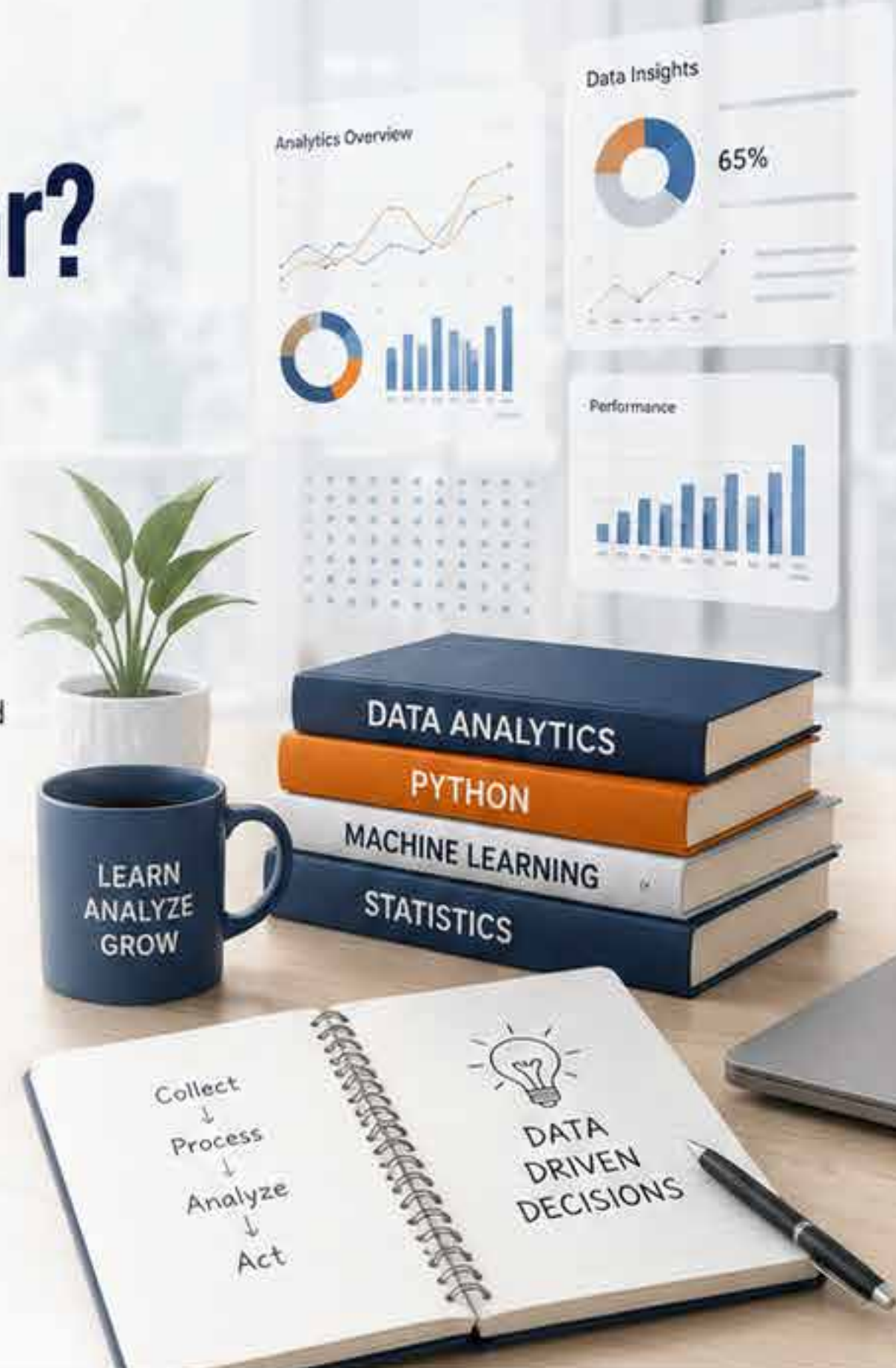
Working Professionals

IT, operations, finance, and business professionals seeking to upskill with in-demand data tools and analytical thinking.



Entrepreneurs and Decision-Makers

Individuals who want to harness data for smarter decision-making, operational efficiency, and business growth.



Tech Skilling Library

Free

Get access to 200+ skilling courses

Expert taught Courses like:

- Python
- Data science
- DSA all languages
- Competitive coding
- Interview prep
- NLP and deep learning
- Pandas
- C, C++
- AI/ML
- Github
- Aptitude etc.





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Five Certifications

Graduate with 5 industry-recognized certifications – including 3 IBM certifications, 1 StudyIQ Skills certification, and 1 NASSCOM certification – validating your job-ready Data Analytics skills in Excel, SQL, Python, and Power BI.

IBM certifications will be awarded upon successful completion of the IBM course and assessment. NASSCOM certification will be provided after clearing the NASSCOM assessment.



StudyIQ Skills
Certificate



IBM
Certificate



NASSCOM
Certificate



**To meet the certification criteria, you must attend at least 80% of live classes, score 80%+ in quizzes and assignments, and complete mock interviews and project evaluations.*

Scholarships



For Deserving Candidates Available

Financial support



No COST EMI's available