



# Management Development Program

On

## Business Analytics using R

16th – 22nd July, 2018

### Intended Audience

Professionals, Academicians, Business analysts, Domain specialists, Fresh engineers, graduates and post-graduates

### Payment mode

Application for participation in the Workshop must be sent to the Coordinator as given in the Registration form, along with the registration fee. Registration fee includes your registration kit, working lunch, and a certificate.

### NOTE

\* 20% discount for Early Bird Entries.

\* 20% discount for 3 or more participants from the same organization

**Organized by:**  
**School of Management**  
**The NorthCap University**

R is a dynamic language and environment for statistical computing that combines the features of object oriented and functional programming. It provides a wide variety of highly extensible statistical and graphical techniques. R is an Open Source suite for data modeling and is the choice of researchers in statistical analysis.

The Programme has the objective of introducing the participants with the concepts, methods and techniques of predictive analytics. Participants will also gain the requisite skills in statistical software R to perform predictive analytics in real-life business scenarios and use the techniques to interpret model outputs. At the end of the Programme the participants will be able to identify business situation where predictive analytics can be applied and the benefits which can be derived.

- ✓ Acquire basic skill of R Programming and its implementation in predictive analytics.
- ✓ Apply predictive analytic tools appropriately
- ✓ Assess and select the appropriate analytic tool to validate the predictive models
- ✓ Analyze the results and communicate the decision to end users

Module 1 (16th -18th July)	Module 2 (19th-20th July)	Module 3 (21st -22nd July)
<ul style="list-style-type: none"> <li>• Overview of Analytics and Data Science</li> <li>• Data Visualization</li> <li>• Hypothesis Testing</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple Linear Regression</li> <li>• Logistics Regression</li> <li>• Decision Trees</li> <li>• Cluster Analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Big Data</li> <li>• Text Analytics</li> <li>• Social Media Analytics</li> </ul>
<p>INR 2000* INR 1200* (students and research scholars)</p>	<p>INR 2000* INR 1200* (students and research scholars)</p>	<p>INR 2000* INR 1200* (students and research scholars)</p>
<p style="text-align: center;"><b>ALL MODULES – INR 5000*</b> <b>INR 3000* (students and research scholars)</b></p>		

\* All Taxes Included

**Last date for the receipt of application with fees: 10<sup>th</sup> July 2018.**

**Last date for Early bird entries: 5<sup>th</sup> July 2018**

### Contact

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