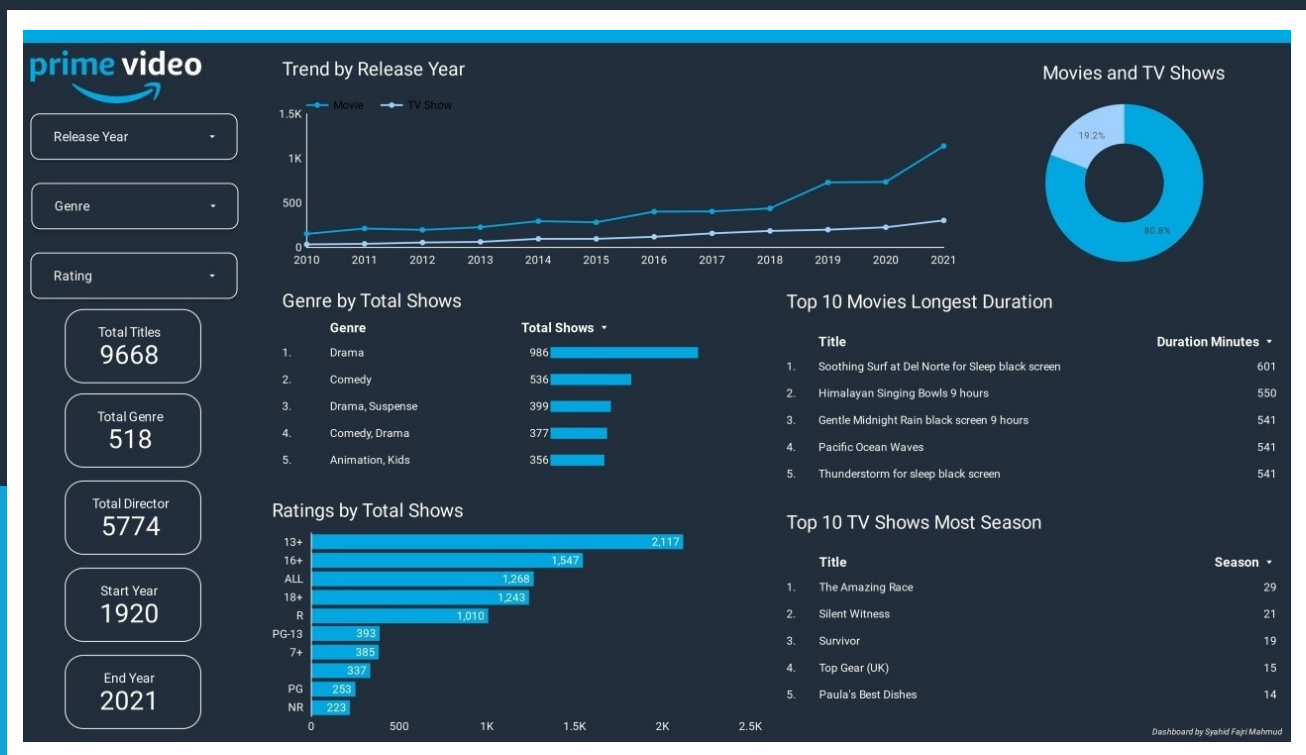




Data is the New Oil
~Clive Hum



Prime Video's **AI Powered** algorithm is a complex system that combines user profiling, collaborative filtering, content-based filtering, and machine learning to curate personalized home page recommendations. By understanding how this algorithm works behind the scenes, you can make the most of your streaming experience on **Prime Video** and discover new content that resonates with your interests.



This helps businesses like **Amazon** figure out trends, predict things, and make better decisions based on the facts.

Data Analysts are the main ingredient in the recipe for success in today's data-driven world, helping turn information into action.

Why is data analytics so Hyped ??

A stylized illustration of a woman with dark hair, wearing glasses and large headphones, looking intently at a computer monitor. The background is a complex digital landscape with various data visualizations, including bar charts, line graphs, and network diagrams, all in shades of blue and green.

- # According to one estimate, **1.145 trillion megabytes** of data are produced daily.
- # The global datasphere has 90% replicated data and 10% unique data.
- # A user of the internet today would need **181 million years** to download all the data from the internet.
- # By 2025, the market for big data analytics in healthcare might be worth **\$67.82 billion**.
- # **Netflix** saves about \$1 billion annually on user retention thanks to big data.
- # The average base salary for Data Scientists in the United States is **\$117,212 per year**, according to *Glassdoor*.
- # **11.5 million jobs for Data Scientists will be generated by 2026.**

DID YOU KNOW ?

₹11 LPA Average annual salary of Data Analyst in India as per Glassdoor and PayScale reports.	1 million + By 2026, estimated demand of data professionals will be more than 1 million.	91.9% 91.9% of organizations achieved measurable value from data and analytics investments in 2023.
Indian Govt Initiative Initiatives like NDAP has been launched by Indian Government to encourage the use of data analytics.	128.1 billion US Dollars By 2028, Indian Data Analytics market will reach the revenue of 128.1 billion US Dollars	5000+ Startups India has over 5,000 startups in the data analytics and AI sector, making it one of the most vibrant startup ecosystems globally.

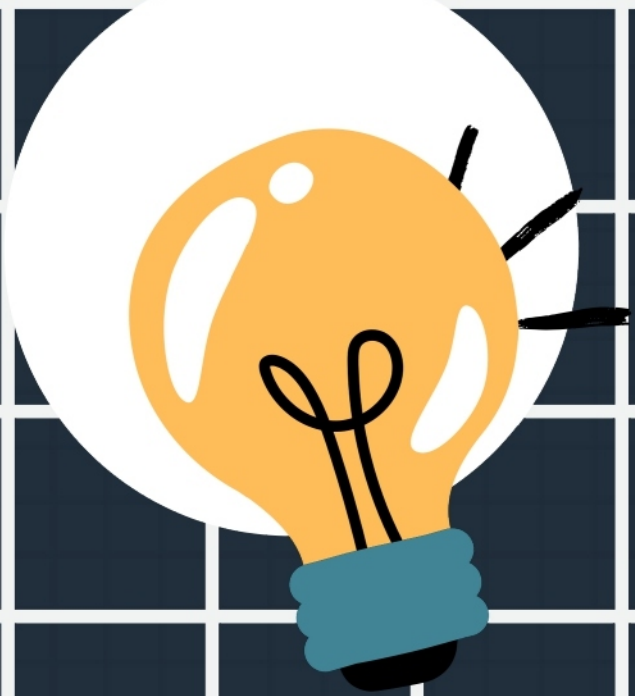
Average Salary As Of 2024



~ Source : Glassdoor

MIND MAPPING

Brainstorm Session



ADV EXCEL

Advanced Excel is a powerful tool that extends beyond basic spreadsheet functions, offering enhanced features like data analysis, pivot tables, macros, and advanced charting capabilities, making it indispensable for professionals in data-driven roles.

1

SQL

SQL is a powerful language used to manage, query, and analyze data in databases, making it essential for organizing and retrieving information efficiently.

2

POWER BI

Power BI is a user-friendly tool that helps turn data into clear reports and interactive dashboards, making it easier to make smart decisions.

3

TABLEAU

Tableau is a powerful data visualization tool that simplifies complex data into interactive dashboards and reports, enabling better decision-making and insights for businesses and individuals.

4

PYTHON

Python is a versatile and user-friendly programming language known for its simplicity, readability, and wide range of applications, from web development to data analysis and artificial intelligence.

5

LOOKER STUDIO

Looker Studio is Google's free tool for creating interactive dashboards and visualizing data from various sources in real-time.

6

STATISTICS

Statistics plays a vital role in analysis profiles by enabling accurate data interpretation, uncovering trends, supporting informed decision-making, and providing a solid foundation for drawing reliable, evidence-based conclusions in various fields.

7



Milestone 1



GET STARTED WITH ADV EXCEL

DURATION : 4 WEEKS

Excel your career by learning Excel for data analytics. In this milestone, you'll learn to navigate Excel, manage workbooks, and perform basic data operations. Master essential formulas, organize data with sorting and filtering, and visualize trends with charts and pivot tables. Hands-on exercises with real-world datasets will solidify your skills. By the end, you'll be ready to tackle advanced data analytics with confidence

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Introduction to Data Analytics & Handshake with Excel - I

- Introduction to Data Analytics
- Types of Data Analysis
- Let Get Started with Excel
- Introduction to MS-Excel
- Basic Features in Excel
- Data Validation in Excel
- Conditional Formatting in Excel
- Sorting Data in Excel
- Filtering Data In Excel
- Dealing with the Duplicate Values
- Dealing with Null Values
- Removing Whitespaces for Data
- Fixing Column Formats in Excel
- Text Functions in Excel
- Logical Functions in Excel
- Date and Time Functions in Excel
- Numeric Functions in Excel
- Mathematical + Logical
- Functions in Excel

- Numeric Functions in Excel
- Mathematical + Logical
- Functions in Excel

Deep Dive with Excel - II

- Data Connectors in Excel
- Introduction to Power Query Editor
- Text Tools in Power Query Editor
- Cleaning Data in Power Query Editor
- Dealing with Numerical Tools in Power Query
- Dealing with Date and Time in Power Query
- Adding Conditional Columns to Power Query
- Merging files Using Power Query
- Combine files Using Power QueryAZ
- Data model and Importance of Data Modeling
- Importing Data in Power Pivot
- Cardinality and Filter Direction in Power Pivot

PROJECT

Swiggy Analysis Using ADV Excel

Swiggy seeks insights from its ADV Excel dataset. Implement sophisticated SQL queries with intricate joins for in-depth analysis and strategic decision-making.



Milestone 1



GET STARTED WITH ADV EXCEL

DURATION : 4 WEEKS

Excel your career by learning Excel for data analytics. In this milestone, you'll learn to navigate Excel, manage workbooks, and perform basic data operations. Master essential formulas, organize data with sorting and filtering, and visualize trends with charts and pivot tables. Hands-on exercises with real-world datasets will solidify your skills. By the end, you'll be ready to tackle advanced data analytics with confidence



100% Placement | 5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Master Advanced Excel - III

- Pivot Tables in Excel
- Charts in Excel
- Slicers in Excel
- Buttons in Excel
- Measures in Excel
- Creating a Dashboard in Excel

PROJECT

Swiggy Analysis Using ADV Excel

Swiggy seeks insights from its ADV Excel dataset. Implement sophisticated SQL queries with intricate joins for in-depth analysis and strategic decision-making.



Milestone 2



Programming with SQL

Duration : 4 Weeks

Master SQL, a crucial tool for data analytics. In this milestone, you will learn to write queries, perform joins, and use advanced techniques like window functions and CTEs. Through hands-on projects and jam sessions, you will tackle real-world data scenarios, sharpen your skills for advanced data analysis. Get ready to conquer complex data challenges and become a go-to expert in any data-driven environment!

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Welcome to MySQL

- Introduction to MySQL
- Installation of MySQL
- Import CSV Files in MySQL
- Basic MySQL Syntax
- Select Query in MySQL
- Where Clause in MySQL
- And, Or, and Not Operator in MySQL
- Order By in MySQL
- Limit Clause
- Like Operator
- Between Operator
- IN and NOT IN operator in MySQL
- Dealing with Null Values in MySQL
- Problem Solving in MySQL

Advanced SQL Queries and Functions in MySQL

- Aggregate Functions in MySQL
- String Functions in MySQL
- Date and Time Functions in MySQL
- Numeric Functions in MySQL
- Case Operator in MySQL
- Group by in MySQL
- Having clause in MySQL
- Joins in MySQL
- Self Join in MySQL
- Problem Solving in MySQL

PROJECT

McDonalds Restaurant Sales Analysis

As an data analyst at a McDonald, you have been tasked with SQL proficiency, develop a comprehensive dashboard. Analyze sales data to optimize staff management, identify peak days, busy hours, best-selling dishes, and popular cuisines.



Milestone 2



Programming with SQL

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Master SQL, a crucial tool for data analytics. In this milestone, you will learn to write queries, perform joins, and use advanced techniques like window functions and CTEs. Through hands-on projects and jam sessions, you will tackle real-world data scenarios, sharpen your skills for advanced data analysis. Get ready to conquer complex data challenges and become a go-to expert in any data-driven environment!



100% Placement | 5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Advanced SQL Concepts and Techniques in MySQL

- Sub Queries In MySQL
- Exists in MySQL
- Union, Intersect, Except in MySQL
- Views in MySQL
- Stored Procedures in MySQL
- Common Table Expressions(CTE) in MySQL
- Window Functions in MySQL (Part - 1)
- Window Functions in MySQL (Part - 2)
- Problem Solving in MySQL

PROJECT

McDonalds Restaurant Sales Analysis

As an data analyst at a McDonald, you have been tasked with SQL proficiency, develop a comprehensive dashboard. Analyze sales data to optimize staff management, identify peak days, busy hours, best-selling dishes, and popular cuisines.



Milestone 3

Data Visualization using Power BI

Duration : 4 Weeks

Learn the art of storytelling with data through Power BI and Tableau! Connect with diverse data sources, craft interactive dashboards, insightful reports, dynamic visualizations, and learn to engage audiences with compelling narratives. By mastering these tools, you'll become a data visualization virtuoso, empowering decision-makers with impactful insights. Through hands-on practice and guided projects, you'll transform raw data into actionable insights, shaping the future with your visual storytelling prowess.

 100% Placement | 5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Data Visualization with Power BI

- Introduction to Power BI
- Installation of Power BI
- Data Connectors in Power BI
- Introduction to Power Query Editor in Power BI
- Dealing with text tools in Power BI
- Dealing with Unwanted Columns and Null Values
- Dealing with Date and Time in Power BI
- Adding Conditional Columns to Power BI
- Append Queries in Power BI
- Merge Queries in Power BI
- Dealing with Numerical Tools in Power BI
- Advanced Editor in Power BI
- Create a Table Using Power BI
- Pivoting and Unpivoting of data Power BI

Advanced-Data Modeling and DAX in Power BI

- What is Data Modelling
- Cardinality in Power BI
- Calendar Table Using DAX
- Cross Filter Direction in Power BI
- Introduction to DAX
- Measures vs Calculated Columns
- Aggregate Dax Functions
- Date and Time Functions in DAX
- Text Functions in DAX
- Calculate and Filter Function
- All, All Selected and All Except
- YOY, MOM, DOD growth
- Cumulative Sales Using DAX
- Moving Average Using DAX
- Logical Functions in DAX
- Summarize, Topn and Selectcolumns in DAX

PROJECT

Amazon Sentimental Analysis

Amazon seeks to analyze customer sentiments. As a data analyst, you're tasked with performing sentiment analysis and EDA on their data to gauge customer sentiments effectively



Milestone 3



Data Visualization using Power BI

Duration : 4 Weeks

Learn the art of storytelling with data through Power BI and Tableau! Connect with diverse data sources, craft interactive dashboards, insightful reports, dynamic visualizations, and learn to engage audiences with compelling narratives. By mastering these tools, you'll become a data visualization virtuoso, empowering decision-makers with impactful insights. Through hands-on practice and guided projects, you'll transform raw data into actionable insights, shaping the future with your visual storytelling prowess.

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Visualizations and Dashboard Creation in Power BI

- ChatGPT for measures
- Introduction to Visuals in Power BI
- Column charts in Power BI
- Line and Area Chart in Power BI
- Distribution Charts in Power BI
- Ribbon, Waterfall, Funnel and
- Scatter Chart in Power BI
- Maps in Power BI
- Matrix vs Tables
- Cards, KPI and Gauge
- AI Visuals in Power BI
- Slicers in Power BI
- Parameters in Power BI
- Navigation Button in Power BI
- Tooltips in Power BI
- Formatting a dashboard in Power BI

PROJECT

Amazon Sentimental Analysis

Amazon seeks to analyze customer sentiments. As a data analyst, you're tasked with performing sentiment analysis and EDA on their data to gauge customer sentiments effectively



Milestone 4

Data Visualization using Tableau

Duration : 4 Weeks

Master Tableau, where every data visualization unveils a compelling story that captivates and engages. Transform raw data into actionable insights, driving impactful decisions that accelerate your career. Set forth on a journey of data visualization, allowing your data to ignite inspiration and spark innovation. Harness the power of analytics to illuminate new paths and build your decision-making prowess. Your expedition toward data visualization starts now, embrace the brilliance within!

 100% Placement | 5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Data Visualization with Tableau

- Overview of Tableau Software
- Installation and Setup
- Tableau Workspace and User Interface
- Connecting to Data Sources (Excel, CSV, Database)
- Bar Charts, Line Charts, and Pie Charts
- Histograms and Scatter Plots
- Understanding Marks
- Using Rows, Columns, Filters, and Pages
- Sorting, Grouping, and Filtering Data
- Using Colors, Labels, and Tooltips

Advanced Data Visualization and Storytelling with Tableau

- Creating Geographic Maps
- Customizing Map Views
- Adding Filters and Quick Filters
- Adding Actions to Dashboards
- Understand Aggregation, Granularity, and Level of Detail
- Create Data Hierarchies
- Dashboard Layout and Design Best Practices
- Adding Interactivity with Actions
- Using Tableau Stories to Create a Narrative
- Best Practices for Storytelling in Data Analytics Sharing Dashboards and Visualizations

PROJECT

ITC Hotels Revenue Analysis

ITC aims to develop a Power BI dashboard to analyze hotel booking data across metro cities. Determine occupancy rates, average revenue per room, and RevPAR to optimize revenue strategies.



Milestone 5



Python & Libraries

Duration : 6 Weeks

Master Python for data analytics! Learn Pandas for manipulation, NumPy for computation, and Matplotlib for visualization. Explore advanced libraries like Scikit-learn for machine learning and TensorFlow for deep learning. Through practical learning and real-world applications, you'll sharpen your Python skills and unleash its full potential for data-driven insights. Get ready to unlock new possibilities and take your data analytics skills to the next level with Python.

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Maths & Applied Statistics

- Introduction to Statistics
- Mean, median, mode
- Range and interquartile range (IQR)
- Variance, standard deviation, Correlation
- Outlier Treatment
- Understanding the Distributions and Skewness
- Introduction to inferential statistics
- Concepts of population vs. sample
- Types of sampling methods (random, stratified, etc.)
- Central Limit Theorem and its significance
- Hypothesis Testing
- AB Testing
- Anova
- Fundamentals of Probability
- Binomial distribution
- Poisson distribution
- Introduction to the normal distribution
- Understanding the bell curve and its properties

Python Basics

- Introduction to Python for Data Analytics
- Python Installation in Windows
- First Program in Python
- How to add Comments in Python
- Creating variables in Python
- Datatypes, User-Inputs
- TypeCasting and subtypes
- Operators
- Conditional Statements
- For Loop
- While Loop
- Strings
- Lists
- Tuples
- Sets
- Dictionaries

PROJECT

Airbnb Property Management

Optimization

Airbnb aims to develop a Tableau dashboard for optimizing rental strategies, enhancing customer satisfaction, and maximizing revenue for property owners



Milestone 5



Python & Libraries

Duration : 6 Weeks

Master Python for data analytics! Learn Pandas for manipulation, NumPy for computation, and Matplotlib for visualization. Explore advanced libraries like Scikit-learn for machine learning and TensorFlow for deep learning. Through practical learning and real-world applications, you'll sharpen your Python skills and unleash its full potential for data-driven insights. Get ready to unlock new possibilities and take your data analytics skills to the next level with Python.

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

Python Advance

- Introduction to Functions
- Parameters and Arguments
- Return Statement and Recursion in Functions
- Lambda Function in Python
- In-built Modules
- OS Module
- Read file
- Write and Append to a file
- Pickle Library
- Introduction to Numpy
- Creation, Indexing and Slicing of Numpy Arrays
- Aggregating Functions in Arrays
- Statistical Functions in Arrays

Python Libraries I

- Introduction to Pandas
- Creation of Data Frames
- Exploring Data in Pandas
- Dealing with Duplicate values in

- Working with Missing Data in Pandas
- Column Transformation in Pandas (Part-1)
- Column Transformation in Pandas (Part-2)
- Python Pandas - GroupBy
- Merge, concatenate and join-Pandas
- Pandas | Compare DataFrames
- Pivoting and Melting Dataframes
- Introduction to Matplotlib
- Bar Plot - Matplotlib
- Line Plot - Matplotlib
- Scatter Plot - Matplotlib
- Pie Chart - Matplotlib
- Box Plot - Matplotlib
- Data Visualization in Seaborn
- Seaborn - Line Plot
- Seaborn - Bar Plot
- Seaborn - Histogram Plot
- Seaborn - Scatter Plot
- Seaborn - Heatmap Plot
- Seaborn - Count Plot

PROJECT

Airbnb Property Management

Optimization

Airbnb aims to develop a Tableau dashboard for optimizing rental strategies, enhancing customer satisfaction, and maximizing revenue for property owners



Milestone 5



Python & Libraries

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Master Python for data analytics! Learn Pandas for manipulation, NumPy for computation, and Matplotlib for visualization. Explore advanced libraries like Scikit-learn for machine learning and TensorFlow for deep learning. Through practical learning and real-world applications, you'll sharpen your Python skills and unleash its full potential for data-driven insights. Get ready to unlock new possibilities and take your data analytics skills to the next level with Python.

 100% Placement |  5+ High-Impact Case Studies |  Interview Preparation

Topics Covered

- Seaborn - Violin Plot
- Seaborn - Pair Plot
- Seaborn - Strip Plot
- Seaborn - Box Plot

Python Libraries II

- Introduction to Web Scraping
- Requests Library in Python
- Obtain HTML using BeautifulSoup
- Tags, comments and attributes in HTML
- BeautifulSoup - find() Function
- BeautifulSoup - findall() with Tags and Attributes
- BeautifulSoup - findall() with RegEx
- BeautifulSoup - findall() with Pandas
- Extracting Data from Nested HTML Tags
- Extracting Data From a Table
- Extracting Data from a Multi-Page website
- Introduction to Text Analysis
- Installing Python and essential libraries (NLTK, SpaCy, TextBlob).

PROJECT

Airbnb Property Management Optimization

Airbnb aims to develop a Tableau dashboard for optimizing rental strategies, enhancing customer satisfaction, and maximizing revenue for property owners



Milestone 6



LOOKER STUDIO

Duration : 4 Weeks

LookerStudio, developed by Google, is a robust data visualization and reporting tool that turns complex, raw data into interactive and easy-to-understand dashboards. It empowers users to track performance, analyze trends, and make informed, data-driven decisions. With its user-friendly interface and integration with various data sources, Looker Studio simplifies the way businesses interpret and share information. This enhances communication, boosts operational efficiency, and supports smarter strategic planning across marketing, sales, finance, and other business functions.

100% Placement | 5+ High-Impact Case Studies | Interview Preparation

Topics Covered

Fundamentals of Looker Studio

Introduction to Looker Studio

- What is Looker Studio?
- Use cases in marketing, sales, finance, operations
- Differences between Looker Studio and Looker (core BI)

2. Getting Started

- Interface walkthrough
- Understanding dashboards, reports, and data sources
- Connecting to data sources: Google Sheets, Google Analytics, Google Ads, BigQuery (basic), CSV upload

3. Data Sources and Fields

- Dimensions vs. Metrics
- Data types (text, number, date, geo)
- Creating calculated fields
- Data blending basics
- Renaming and formatting fields

Advanced Features & Reporting Best Practices

4. Building Basic Reports

- Report themes and layout
- Adding and configuring basic charts: Tables, Scorecards, Time series, Bar and pie charts
- Applying filters and controls: Drop-down menus, Date range selectors
- Sorting and styling charts

5. Sharing and Collaboration

- Sharing reports with view/edit access
- Embedding reports on websites
- PDF exports and scheduled email delivery
- Version control and report management

6. Advanced Data Modeling

- Using BigQuery with Looker Studio
- Blending multiple data sources
- Using REGEXP, CASE, and other advanced calculated fields
- Date functions and aggregations
- Parameter controls for user input

PROJECT

Zepto Product Analysis using Looker Studio

Zepto seeks insights from its Looker Studio dataset. Implement sophisticated analysis for in-depth analysis and strategic decision-making.

Milestone 7



STATISTICS AND PROBABILITY

Duration : 4 Weeks

Statistics and Probability are branches of mathematics that deal with data and chance. Statistics involves collecting, analyzing, and interpreting data using tools like mean, median, and standard deviation. Probability measures the likelihood of an event happening, using values between 0 and 1. Together, they help in making predictions and informed decisions in fields like business, science, and everyday life. They are essential in designing experiments, conducting surveys, and understanding patterns in large datasets. With applications ranging from weather forecasting to quality control, statistics and probability play a crucial role in solving .

100% Placement | 5+ High-Impact Case Studies | Interview Preparation

Topics Covered

Fundamentals of Statistics

Introduction to Statistics

- Types of Data: Qualitative vs Quantitative
- Scales of Measurement: Nominal, Ordinal, Interval, Ratio
- Population vs Sample
- Descriptive vs Inferential Statistics

Descriptive Statistics

- Measures of Central Tendency: Mean, Median, Mode
- Measures of Dispersion: Range, Variance, Standard Deviation, IQR
- Data Visualization: Histograms, Boxplots, Bar Charts & Pie Charts, Scatter Plots
- Shape of Distributions: Skewness & Kurtosis

Advanced Statistics Best Practices

Probability Concepts

- Basic Probability Rules
- Conditional Probability
- Bayes' Theorem
- Independent and Dependent Events
- Permutations & Combinations

4. Probability Distributions

- Discrete Distributions:
 - Bernoulli
 - Binomial
 - Poisson
- Continuous Distributions:
 - Uniform
 - Normal (Gaussian)
 - Exponential
- Central Limit Theorem (CLT)
- Law of Large Numbers

PROJECT

Type-2 Diabetes increase in India

This statistics project investigates the increasing number of diabetes cases in India, utilizing data from Apollo Pharmacy. It aims to identify patterns, underlying causes, and potential solutions to help manage and reduce the growing burden of diabetes across the country.



Milestone 7



STATISTICS AND PROBABILITY

Statistics and Probability are branches of mathematics that deal with data and chance. Statistics involves collecting, analyzing, and interpreting data using tools like mean, median, and standard deviation. Probability measures the likelihood of an event happening, using values between 0 and 1. Together, they help in making predictions and informed decisions in fields like business, science, and everyday life. They are essential in designing experiments, conducting surveys, and understanding patterns in large datasets. With applications ranging from weather forecasting to quality control, statistics and probability play a crucial role in solving real-world problems.

100% Placement | 5+ High-Impact Case Studies | Interview Preparation

Topics Covered (Contd.)

5. Inferential Statistics

- Sampling Methods
- Confidence Intervals
- Hypothesis Testing:
 - Null & Alternative Hypotheses
 - Type I & Type II Errors
 - p-values
 - t-tests (one-sample, two-sample)
 - Z-tests
 - Chi-square tests
 - ANOVA (Analysis of Variance)

6. Correlation and Regression

- Correlation Coefficient (Pearson, Spearman)
- Simple Linear Regression
- Multiple Linear Regression
- Regression Assumptions
- Residual Analysis
- R-squared & Adjusted R-squared

7. Exploratory Data Analysis (EDA)

- Outlier Detection
- Missing Data Treatment
- Data Transformation (log, z-score, etc.)
- Feature Scaling (Normalization & Standardization)

8. Statistical Tools in Data Analysis

Statistical Software:

- Excel
- Python (NumPy, pandas, SciPy, statsmodels)

Real-world Applications: A/B Testing, Forecasting, Quality Control

PROJECT

Type-2 Diabetes increase in India

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CAREER ROADMAP TO **10 LPA** PACKAGE

RESUME REVAMP

We provide personalized resume-building workshops, one-on-one coaching, and industry-specific guidance to help students highlight their strengths, skills, and experiences, ensuring they create professional resumes that attract top employers.



LINKEDIN MASTERY



We offers a comprehensive LinkedIn Master Course, teaching students to optimize profiles, network effectively, and engage with industry professionals, empowering them to build a strong online presence and attract job opportunities.

PORTFOLIO CREATION

Our IT training institute guides students in building dynamic portfolios by showcasing projects, coding skills, and real-world applications. We provide personalized mentorship to ensure each portfolio highlights expertise and creativity.



CAREER ROADMAP TO 10 LPA PACKAGE

MOCK INTERVIEWS



We offer tailored mock interviews with industry experts, providing valuable feedback on technical skills, communication, and problem-solving. This prepares students for real-world interviews, boosting confidence and success.

JOB READY

Our IT training institute provides hands-on projects, real-world simulations, career workshops, and mock interviews, ensuring students gain practical skills, industry knowledge, and confidence to be job-ready and excel in their careers.



INTERNATIONAL CERTIFICATION



International certifications act like a global passport for your career, opening doors to opportunities worldwide. They validate your skills, making you a trusted professional, much like a driving license proving you can drive anywhere.

COMPANIES THAT HIRE MOST DATA ANALYST

 cognizant

 ORACLE

 Jeezy

 COTINANALYTICS

 EAGLEFLY SOLUTIONS

 TCS TATA CONSULTANCY SERVICES

 S&P Global

 EY



 genpact

 AMERICAN EXPRESS

 OPTUM

 NatWest

 D.

 innovaccer

 EXL
look deeper.

 IBM

 HCL

TRANSFORMING YOUR CAREER

RESUME REVAMP



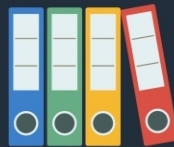
We provide personalized resume-building workshops, one-on-one coaching, and industry-specific guidance to help students highlight their strengths, skills, and experiences, ensuring they create professional resumes that attract top employers.



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We offer tailored mock interviews with industry experts, providing valuable feedback on technical skills, communication, and problem-solving. This prepares students for real-world interviews, boosting confidence and success.

JOB READY



Our IT training institute provides hands-on projects, real-world simulations, career workshops, and mock interviews, ensuring students gain practical skills, industry knowledge, and confidence to be job-ready and excel in their careers.



INTERNATIONAL CERTIFICATION

International certifications act like a global passport for your career, opening doors to opportunities worldwide. They validate your skills, making you a trusted professional, much like a driving license proving you can drive anywhere.

WORKSHOPS AND SEMINARS





2024



University

Maharaja Agrasen College, established in 1994 and affiliated with the University of Delhi, is a renowned institution located in East Delhi. The college offers diverse undergraduate courses and is known for its academic excellence.



“Do
What you
Can’t”



2022

University

Mahavir Swami College is a renowned institution dedicated to providing quality education and fostering holistic development. The college offers a range of programs across various disciplines,

“Do
What you
Can’t”

The logo for JIMS (Jagan Institute of Management Studies) features a stylized blue flame icon above the lowercase letters "jims" in a bold, sans-serif font.

jims

The year "2022" is displayed in a large, bold, orange font on a white rectangular background.

2022

The word "University" is written in a large, bold, white font on an orange rectangular background.

University

A block of white text on an orange background describing the institution's focus on post-graduate and graduate education in Management and Information Technology.

Jagan Institute of Management Studies (JIMS) imparts professional education at post graduate and graduate levels in the fields of Management and Information Technology. JIMS is top PGDM / MBA colleges in Delhi.

A quote in white text on an orange background: "Do What you Can't".

“Do
What you
Can't”



2024



University

Kirori Mal College, established in 1954, is a prestigious institution affiliated with the University of Delhi. Renowned for its academic excellence and legacy, the college offers diverse undergraduate programs and vibrant cultural programs.



“Do
What you
Can’t”





2023

University

Since its inception in 2005, it has contributed to the field of technical fields by providing high-quality engineering and management education. IIMT is a prestigious higher education institution that produces meritorious students



“Do
What you
Can’t”



2022

University

The high standards of excellence give CBS the phenomenal and undeniable edge we are recognized for. And these standards are endlessly pushed beyond the horizon. This lays down the foundation of our biggest asset: Unrest. At CBS, we are never content.

“Do
What you
Can’t”

The logo for SIMS (Sirifort Institute of Management Studies) features the letters "SIMS" in a bold, blue, sans-serif font. To the right of the text is a yellow crescent shape that curves around the letters, resembling a stylized 'S' or a moon.

SIMS

The year "2023" is written in a large, bold, orange, sans-serif font on a white rectangular background.

2023

The word "University" is written in a large, bold, white, sans-serif font on an orange rectangular background.

University

A block of white text on an orange background, describing Sirifort College. The text is slanted to match the background's angle.

Sirifort College is a distinguished institution focused on delivering quality education and fostering overall student development. The college offers diverse academic programs in a dynamic environment that encourages innovation and excellence.

A quote in white, bold, sans-serif font on an orange background. The text is slanted to match the background's angle.

**“Do
What you
Can’t”**



Volume 9 | 11 January - 11 February 2025

PRIME INSIGHTS

THE INSPIRING
20 CEO
MOST TO WATCH IN 2024

Business Prospects And 2024 Issues
What will happen? Business forecast 2024. Valuable insights, 6 year-end economic updates.

How To Leverage Your Profits?
For those who are just starting or for your own business tips for staying ahead and staying competitive and management tips.

Meet The Leader
Dr Himanshu N Dua
Founder, DSSD

10 Top Venture Capital
Accurate and up-to-date reports from our business team.

Everyone Can Do It!

ISBN 978-81-95485-12-7



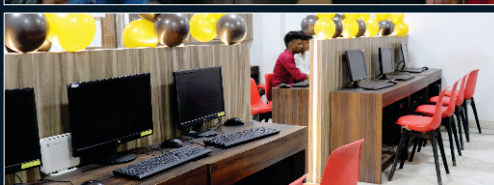
100th ANNIVERSARY CELEBRATION

journey of Skills and Livelihood

F-TEC

NEW TECHNOLOGY Economy & Society

16th FEB





**“Happy Faces, Bright Minds
That’s the Spirit of DSSD!”**

Happy Faces

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Nancy
12 Reviews | 92 Photos
★★★★★

Before joining DSSD ROHINI, I tried many institutions, took trial classes for digital marketing course but, I found it the best institution with the best faculty. My search ended here when I attended the class here Especially I am very thankful to Akshay Sir, his teaching methodology is awesome. He explains the concepts in such a manner that even a layman who doesn't have any computer knowledge background, can understand easily. Proud winner of Quiz Competition held on Teacher's Day



Prerna
11 Reviews | 47 Photos
★★★★★

I wanted to divert my career into data Analytics field and this platform helped me achieving this. Instructors really made the whole process of learning. You get quality level training and real world case studies to work upon. Anyone who reads this, If you want to have a good grip on Analytics, Data Science. I would recommend this place to start with.



Kartika
89 Reviews
★★★★★

Best computer institute in Rohini compared to others. Teachers with good manners and politely teach us and a good experience. Highly recommended because of affordable fee. I am done with my web development course and I am fully satisfied. Overall, all staff members are good.



Pawan
7 Reviews | 12 Photos
★★★★★

I'm telling you as a student that DSSD is the best institute for e-accounting and for all courses in rohini. the teachers here are also very good; they explain topics very well. I would suggest everyone to take coaching here. I had a great experience her ☐



Komal
9 Reviews
★★★★★

Digital marketing course has vital scope and has good growth for any person. I choose DSSD to learn digital marketing course here In have learnt a lot about digital marketing.



Sameer
42 Reviews
★★★★★

I have done an adobe photoshop course from DSSD which is located in Rohini Delhi, they have professional and good teacher. My teacher was vishwas sir, My experience with DSSD institute is so good... I definitely recommend this institute for those who have passed their 10th or 12th to start their career in graphic designing industry



Arya
2 Reviews | 2 Photos
★★★★★

I completed the Data analyst and Statistical Data course offered by DSSD, and it was one of the best education institute. The instructors are incredibly knowledgeable and helpful, and the course materials are well organized and easy to follow. Instructors behaviour is also good with the students..



Shubhangi
32 Reviews | 7 Photos
★★★★★

DSSD Institute is a great institute for learning Data Science. The trainers are highly knowledgeable and professional. The instructor is well experienced and can articulate the subject in an excellent manner. The trainers are very helpful and they can be connected at any time and always try to help whenever we are stuck. That's a pro of this institute. Along with this, the course structure is designed in a very simple and in a attractive way.



Aditi
23 Reviews | 18 Photos
★★★★★

Best institute and nice teaching. This institute provides me high class knowledge of computers. This is the best institute of my life. Because their teachers are so knowledgeable and very fascinating about their students. I was enrolled in Finance and accounting course. Tripti mam helped me very much throughout this time and clears all my doubt very calmly. Really I am very lucky to have a teacher like her. I also witnessed there new year function. It was awesome.



Umang
9 Reviews | 45 Photos
★★★★★

The Best computer institute in Delhi in comparison to others. The faculty is with good manners and polite. Highly recommended because of affordable fee. I am done with my digital marketing course and I am fully satisfied. Overall, I can say that they're the best in digital marketing training. I Got to know about them from our school counseling session.



Cheshta
3 Reviews
★★★★★

DSSD is the best academy for graphic designing and web designing. I have just completed a six month advance course in graphics and web designing and that was an amazing experience. All the teachers and staff very nice and polite. They provide you a lot of facilities. Their fee is also affordable for anyone unlike other institutes. So if you are looking for an institution for web designing, you must go to DSSD.



Paras
15 Reviews | 12 Photos
★★★★★

I've been looking around for a Graphic designing course Institute in Rohini and was considering enrolling my son at DSSD. I had heard some good things about it but wanted to do my own research and visit the school. The staff was very welcoming and accommodating, they even let me sit in a computer science class to see what the environment was like. I can say that this is a great place for anyone who is looking to study Computer



Jatin
85 Reviews
★★★★★

Its a good place to consider for Learning Data Science. I have completed the course without any problem. The best part was that they studied the whole course from basic to Advance level. DSSD, no doubt has the best course offerings comparatively. The staff also helped a lot knowing the fact that I was beginner to this course. Try DSSD if you are looking for a Data Science course with best learning skills. I also got an opportunity a part of their Environment Day Activity



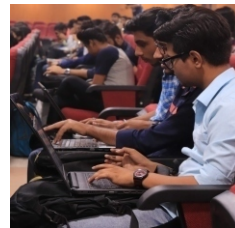
Basant
21 Reviews | 15 Photos
★★★★★

DSSD is the best Institute in Delhi where they provide certified courses like advanced excel tally, and graphic designing courses so that you can learn new things and they teach other multimedia courses also along with the domain skills faculty here also trained us with the interpersonal skills and make us job ready. Proud to witness such a Job Mela



Om Nanda
58 Reviews | 5 Photos
★★★★★

DSSD provides best facilities, infrastructure, and study materials for learning English in Delhi. in a short period of time I improved my level from basic to advance. All staffs are very supportive and cooperative. Got an opportunity to witness there session on Data Science at my college (Shaheed Sukhdev)



Prince
11 Reviews
★★★★★

DSSD is an absolute life-saver for me. I had no clue about graphic design before, but Vishwas sir made it so much easier to understand. His lectures were well-structured and he had a way of making the concepts so simple to grasp. He was always available whenever I had a doubt and answered all my questions patiently. I definitely recommend DSSD if you are looking for an expert in graphic design!



Sanju
9 Reviews
★★★★★

It was great learning Experience at DSSD study centre. I find it best place in Rohini for studying Digital Marketing Course after Taking classes. Now I am working as Sr. Manager Digital Marketing in Delhi Thank you DSSD for making my Dreams comes true and Helps in boosting my Career.



**“More Than Education - A
Journey of Growth at DSSD!”**

Life at DSSD

 info@dssd.in





Digital Marketing

Why Digital Marketing

Digital marketing enables businesses to reach a wider audience, drive engagement, and boost sales through online platforms and strategies

The average salary package in digital marketing

Duration : 6 Months

- **Entry-level: 200000/- to 300000/- per year**



Data Analyst

Why Data Analyst

A data analyst helps organizations make informed decisions by interpreting and analyzing data to uncover trends and insights

The average salary package in Data Analyst

Duration : 6 Months

- **Entry-level: 200000/- to 300000/- per year**



Fullstack Development

Why Fullstack Development

Full-stack development enables developers to build both front-end and back-end of web applications, offering versatile skills for complete project development.

The average salary package in Fullstack Development

Duration : 6 Months

- **Entry-level: 200000/- to 300000/- per year**



Financial Accounting

Why Financial Accounting

Financial accounting provides a clear and accurate record of a company's financial transactions, ensuring transparency and informed decision-making.

The average salary package in Financial Accounting

Duration : 12 Months

- **Entry-level: 200000/- to 300000/- per year**



Branches :

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