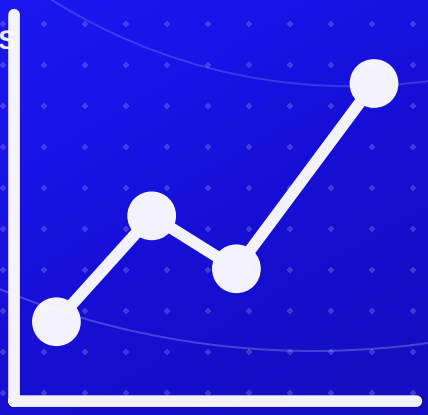
UrbanScholar

PROGRAM BROCHURE

CAREER TRACK · DATA & BUSINESS ANALYTICS

DATA & BUSINESS ANALYTICS



A business-first analytics track — Excel, SQL, and dashboards — for learners who want to answer real business questions with data, not just build charts.

8–10	7	6	2
WEEKS	MODULES	CAPSTONES	PROGRAM TRACKS

TWO TRACKS · KICKSTART & CAREER

Program Overview

How this track turns raw business data into decisions

Built around business questions, not tools. Every module starts from a real business question — "why did churn spike?", "which region is underperforming?" — and works backward into the SQL, Excel, or dashboard skill needed to answer it.

Built-in mentorship. Each module closes with a mentor-reviewed checkpoint, so gaps get caught early instead of at the final capstone.

Career layer, not an afterthought. Resume positioning, interview readiness, and aptitude prep run alongside the technical modules — not bolted on in the last week.

Who This Is For

- Students & freshers targeting analyst roles
- Excel-heavy professionals wanting SQL & BI skills
- Anyone comfortable with spreadsheets & basic math

What You'll Walk Away With

- 6 business-ready analytics projects for your portfolio
- Working fluency in SQL, Excel & Power BI/ Tableau
- A recruiter-ready resume built around real business impact

Program Snapshot

16+ Hrs Live Instructor-Led Sessions

6 Real-World Analytics Projects

7 Structured Learning Modules

Training + Internship Certificate

Mentor-Reviewed Project Checkpoints

Placement & Interview Support

Learning Path

7 modules, sequenced from foundations to deployment

1 · Analytics Foundations

- The role of analytics in business decisions
- Data-driven decision making, practically applied
- Analytics vs. data science — where the line sits

2 · Excel for Analytics

- Formulas & functions used daily on the job
- Pivot tables for fast analysis
- Building clean dashboards in Excel

3 · SQL for Business Analytics

- Queries, joins & aggregations
- Writing the reporting queries teams rely on
- Working with real business databases

4 · Data Visualization Tools

- Power BI & Tableau fundamentals
- Building interactive dashboards
- Designing KPIs that mean something

5 · Statistics for Business

- Descriptive statistics & trend analysis
- Forecasting basics for planning
- Hypothesis testing for business decisions

6 · Python for Analytics

- Pandas basics for larger datasets
- Automating repetitive reports
- Basic visualization in Python

7 · Business Case Analysis

- Framing a business problem correctly
- Defining metrics that matter
- Communicating analysis to stakeholders

Tools and Softwares You Can Work With

Ex Excel | SQL SQL | PB Power BI | Ta Tableau | Py Python (Pandas)

Capstone Projects

Six builds that turn coursework into a portfolio — 1 of 2

1 · Sales Performance Dashboard

An interactive dashboard tracking revenue, region, and product-level KPIs.

SOFTWARE USED

PB Power BI/Tableau SQL SQL

- Design KPIs aligned to business goals
- Build interactive drill-down views
- Automate the underlying data refresh

2 · HR Attrition Analysis

Analyze employee data to identify what's actually driving attrition.

SOFTWARE USED

ES Excel/SQL PB Power BI

- Explore attrition patterns by segment
- Identify the strongest predictive factors
- Present findings as an action plan

3 · Marketing Campaign ROI Analysis

Evaluate campaign performance and recommend where budget should actually go.

SOFTWARE USED

ES Excel/SQL

- Calculate ROI per channel/campaign
- Compare performance against targets
- Recommend a reallocated budget

Capstone Projects

Six builds that turn coursework into a portfolio — 2 of 2

4 · Retail Inventory & Demand Analysis

Analyze inventory turnover and demand patterns to reduce stockouts and overstock.

SOFTWARE USED

SQL SQL EP Excel/Power BI

- Calculate turnover & stockout rates
- Spot seasonal demand patterns
- Recommend reorder points

5 · Financial Performance Report Automation

Automate a recurring finance report using SQL and Excel/Python.

SOFTWARE USED

SQL SQL EP Excel/Python

- Pull data automatically from source
- Standardize recurring report formatting
- Cut manual reporting time significantly

6 · Customer Satisfaction Survey Analysis

Analyze survey data to surface insights the business can actually act on.

SOFTWARE USED

ES Excel/SQL PB Power BI

- Clean & code open-ended responses
- Segment satisfaction by customer group
- Turn findings into prioritized actions

A Day in the Role

What a Business Analyst's Day Actually Looks Like

- Pull data to answer a stakeholder question
- Build/update recurring dashboards
- Spot anomalies before they become problems
- Translate numbers into a clear recommendation
- Present findings to non-technical teams
- Track whether recommendations moved the metric

> **The throughline:** every capstone in this brochure is a smaller version of one of these responsibilities — so the portfolio you leave with maps directly to the job you're training for.

Career Outlook

Where an analytics skill-set actually leads

Every function in a business — sales, marketing, ops, finance, HR — now runs on analytics, which makes this one of the widest hiring categories across industries.

Role	What They Do	Salary Range (Fresher / Experienced)
Business Analyst	Turns business data into recommendations	₹4–7 LPA / ₹9–16 LPA
Data Analyst	Builds reports & dashboards from raw data	₹4–7 LPA / ₹8–16 LPA
BI Developer	Builds & maintains business intelligence tools	₹5–8 LPA / ₹10–18 LPA
Reporting Analyst	Owns recurring business reporting processes	₹4–6 LPA / ₹8–14 LPA
Marketing Analyst	Analyzes campaign & customer data	₹4–7 LPA / ₹9–16 LPA
Operations Analyst	Analyzes process & efficiency data	₹4–7 LPA / ₹9–16 LPA

Indicative ranges from general India market trends — validate against current job-board data before publishing.

Companies Actively Hiring in This Space

De Deloitte · EY EY · Ac Accenture · Fl Flipkart · TCS TCS · KPMG KPMG

Representative employers in this space — not confirmed UrbanScholar hiring partners.

Program Tracks

Two tracks, same curriculum depth — the difference is placement intensity

KICKSTART

- 14+ hrs live cohort + recorded lectures
- 2 guided projects
- 6 months LMS access
- QR-verified completion certificate
- Mentor support — SLA ≤ 48 hrs
- Resume building workshop
- Mock aptitude test
- Pre-placement orientation session

CAREER

- 20+ hrs live cohort + recorded lectures
- 2 projects + capstone (Minor + Major)
- 6 months LMS access, extendable till placed
- QR-verified + Industry-Readiness certification
- Priority mentor support — SLA ≤ 24 hrs
- Resume + LinkedIn profile building
- 1-on-1 mock interviews with feedback
- Active placement & referral assistance

Common to Both Tracks

All 7 Curriculum Modules

All 6 Capstone Projects

Mentor-Reviewed Checkpoints

Training + Internship Certificate

Where UrbanScholar Analytics Learners Can Head

Product & Tech Companies

Retail & E-commerce

Banking & Financial Services

Consulting Firms

Freelance / Independent Consulting

Placement Journey

How career support is woven through the program, not tacked on at the end

1

Build Foundation

Resume & LinkedIn built around real project outcomes, not generic templates.

2

Sharpen Aptitude

Structured aptitude & reasoning practice aligned to actual hiring-test formats.

3

Practice Interviews

Mock interviews with direct, specific feedback — not just a pass/fail score.

4

Get Placement Ready

Soft-skill coaching and, on the Career track, active referral support.

Why this order matters: most programs bolt placement prep onto the last week. Here it runs in parallel with the technical modules, so by the time your capstones are done, your resume and interview readiness are already in place — not started from scratch.

Quick Questions

Do I need prior background to start?

Some familiarity helps, but the early modules — starting with Analytics Foundations — rebuild the fundamentals from the ground up.

What happens if I fall behind a session?

Every live session is recorded, and mentor SLA windows exist specifically to help you catch up between checkpoints.

Can I switch tracks mid-program?

Yes — Kickstart learners can upgrade to Career at any point by paying the difference, carrying forward completed modules.

Is the certificate recognized by employers?

It's a QR-verified training + internship certificate — employers can verify authenticity directly, not just take it on faith.

UrbanScholar

Industry-Trained. Project-Proven. Career-Ready.

Get In Touch

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PROGRAM

Data Analytics — Kickstart & Career Tracks