



**QUILLANCE
INFOTECH PVT LTD.**

Business Analytics Program

The Quillance Business Analytics Program is a complete beginner-to-advanced training program designed to help learners master business analysis, data visualization, reporting, market insights, analytics tools, and strategic decision-making used by modern companies and data-driven organizations.



Program Overview

What You Will Learn

- Understand business analysis and data-driven strategies
- Learn Excel, SQL, Power BI, and reporting tools
- Analyze business performance and customer trends
- Build dashboards and visualize business data
- Understand predictive analysis and business forecasting
- Work with real-world business datasets and case studies

Career Opportunities

After completing this program, learners can apply for roles such as:

- Business Analyst
- Data Analyst
- Reporting Analyst
- Business Intelligence Associate
- Operations Analyst
- Analytics Intern

Live Projects You'll Build

- **Project 1 – Sales Performance Dashboard**

Analyze sales data and create visual business reports.

- **Project 2 – Customer Behavior Analysis**

Study customer trends, engagement, and purchasing patterns.

- **Project 3 – Financial & Revenue Reporting System**

Build dashboards for revenue tracking and business insights.

- **Project 4 – Marketing Campaign Analytics**

Analyze digital marketing performance and campaign effectiveness.

- **Project 5 – Predictive Business Analytics Project**

Use data trends to forecast future business performance.

MODULE 1

Business Analytics Fundamentals

TOPICS COVERED:

- Introduction to Business Analytics
- Types of Business Data & Analytics
- Data Collection & Data Cleaning Basics
- Business Metrics & KPI Fundamentals
- Introduction to Excel for Analytics
- Business Reporting & Communication Basics

SKILLS GAINED:

- Analytics Fundamentals
- Data Understanding Skills
- Reporting Basics
- Business Communication Knowledge

PRACTICAL LEARNING:

- Understand analytics workflows
- Work with business datasets
- Create basic reports and summaries
- Learn business communication fundamentals

MODULE 2

Excel, SQL & Data Management

TOPICS COVERED:

- Advanced Excel Functions & Formulas
- Pivot Tables & Data Visualization
- SQL Fundamentals & Database Concepts
- Data Filtering, Sorting & Querying
- Data Validation & Cleaning Techniques
- Database Reporting & Management

SKILLS GAINED:

- Excel Analytics Skills
- SQL Query Knowledge
- Database Understanding
- Data Management Techniques

PRACTICAL LEARNING:

- Analyze business data using Excel
- Write SQL queries for analysis
- Create reports and visual summaries
- Manage and organize datasets efficiently

MODULE 3

Data Visualization & Business Intelligence

TOPICS COVERED:

- Introduction to Power BI
- Dashboard Development Fundamentals
- Data Visualization Best Practices
- KPI Tracking & Performance Reporting
- Interactive Reports & Charts
- Business Intelligence Workflow

SKILLS GAINED:

- Dashboard Development Skills
- Business Intelligence Understanding
- Data Visualization Knowledge
- Reporting & Presentation Skills

PRACTICAL LEARNING:

- Build business dashboards
- Visualize data using charts and reports
- Track KPIs and performance metrics
- Present business insights professionally

Module 4

Business Analysis & Market Insights

TOPICS COVERED:

- Business Analysis Fundamentals
- Customer Behavior Analysis
- Market Research & Competitive Analysis
- Financial & Revenue Analytics
- Operational Performance Analysis
- Business Forecasting Basics

SKILLS GAINED

- Business Analysis Skills
- Market Research Understanding
- Customer Analytics Knowledge
- Strategic Thinking Abilities

PRACTICAL LEARNING:

- Analyze customer and market trends
- Study business performance reports
- Evaluate operational workflows
- Understand strategic business insights

Advanced Analytics & Predictive Modeling

TOPICS COVERED:

- Predictive Analytics Fundamentals
- Business Forecasting Techniques
- Data Trends & Pattern Analysis
- Advanced Power BI & Reporting
- Introduction to Data Modeling
- Business Optimization Strategies

PRACTICAL LEARNING:

- Build predictive analytics reports
- Analyze business growth patterns
- Create advanced dashboards
- Understand optimization strategies

ADVANCED CONCEPTS INCLUDED:

- Predictive Decision-Making
- Data-Driven Business Strategy
- Advanced Dashboard Optimization
- Trend & Risk Analysis
- Performance Improvement Planning
- Strategic Analytics Frameworks

SKILLS GAINED:

- Predictive Analytics Knowledge
- Advanced Reporting Skills
- Strategic Data Analysis
- Business Optimization Understanding

Live Analytics Project & Team Collaboration

TOPICS COVERED:

- Business Case Study Analysis
- Dashboard & Report Development
- Data Interpretation & Presentation
- Team Collaboration & Workflow
- KPI & Performance Analysis
- Final Analytics Project Presentation

SKILLS GAINED:

- Real-World Analytics Experience
- Team Collaboration Skills
- Dashboard Presentation Skills
- Business Reporting Understanding

PRACTICAL LEARNING:

- Work on analytics case studies
- Create business dashboards and reports
- Present business insights professionally
- Collaborate in analytics project teams

Module 7

Placement & Career Preparation

TOPICS COVERED:

- Resume Building & ATS Optimization
- LinkedIn & Professional Branding
- Business Analytics Interview Preparation
- Excel, SQL & Power BI Practice Sessions
- Mock Interviews & HR Preparation
- Career Guidance & Professional Development

CAREER SUPPORT INCLUDES:

- Resume & LinkedIn Reviews
- Mock Analytics Interviews
- Internship & Placement Assistance
- Dashboard Portfolio Guidance
- Career Mentorship Sessions
- Professional Communication Training

OUTCOMES

Students will be prepared for internships, business analytics roles, reporting analyst positions, and business intelligence opportunities.



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Thank You!!



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