

Data Analytics Master's Program

The ultimate blueprint for your data career.

Educator — Shivam Shukla | Powered by iViRTH

Gemini Notebook

The Business Detective's Toolkit

Data analysts collect, clean, and interpret complex datasets to solve business problems. They transform raw, messy numbers into clear, actionable stories.



1. Gather

Pulling raw information from internal databases, surveys, or tracking (SQL).

2. Wrangle

Cleaning data by removing duplicates, fixing errors, and filling missing pieces (Excel).

3. Execute

Analyzing refined data to identify hidden trends, correlations, or anomalies (Python/R).

4. Storytell

Creating visual dashboards and reports to explain findings to leadership (Tableau/Power BI).

Gemini Notebook

The Unprecedented Opportunity in Data

Massive Job Growth

The demand for data professionals outpaces almost every other occupation. Every industry (tech, finance, healthcare) needs analysts. A future-proof career resilient to AI shifts.

Strong Salary Potential

Highly competitive entry-level pay with fast career progression. Move into senior, engineering, or management roles within 2-3 years.



Low Barrier to Entry

No computer science or math degree required. Programs focus on practical, hands-on tools (SQL, Tableau) over theory, making you job-ready in months.

High-Impact Work

Solve critical business problems rather than doing mindless paperwork. Your insights directly influence major decisions made by CEOs and executives.



Gemini Notebook

Who Belongs in This Program?

The Career Changer

Profiles: Retail/Hospitality Workers, Teachers, Admin Staff

Motivation: Escaping shift work for stable, high-paying corporate/remote roles; leveraging existing research and organization skills.

The Upskiller

Profiles: Marketers, Product/Project Managers, Traditional Financial Analysts

Motivation: Tracking ROI, justifying feature launches, modernizing skills from basic Excel to SQL and Python.

The Fresher

Profiles: STEM and Non-STEM Graduates

Motivation: Adding high-demand technical skills to degrees in humanities/business; bridging the gap between college theory and real-world employment.

Shared Traits: Natural Curiosity • Problem-Solving Mindset • Visual Storytelling Capability

Gemini Notebook

The Strange Paradox of Indian Education

> *It's a strange paradox. India's top institutes of technology and management churn out global chiefs... but at the other end of the spectrum are thousands of small private colleges with empty teachers, outdated curriculums, and no practical experience or job placements."*

The Great Indian Campus solves this paradox by offering intensive Mentorship Programs over standard courses.

Old learning methods won't open new doors.

Gemini Notebook

Mentorship vs. Traditional Training

	The GIC Mentorship Program	Other Traditional Courses
Instructor Profile	✓ Industry experience and skill expertise.	✗ Facilitated by someone with or without industry experience.
Learning Environment	✓ Highly personalized, social experience.	✗ Often an impersonal, transactional relationship.
Student Drive	✓ Mentee is motivated and drives the relationship.	✗ Trainee may not be motivated, mandatory attendance.
Post-Training Support	✓ Ability to follow-up, iterate, and hone new skills.	✗ Limited interaction after the event.
Skill Transfer	✓ Mentee gains tangible awareness, confidence, and skills.	✗ New skills may or may not transfer back at work.

Gemini Notebook

The GIC Edge



Live Mentoring

Learn live from experienced Data Analysts. Instant feedback improves engagement and caters to your primary learning style.



2 Years Free LMS Access

Never miss content permanently. Get 2 years of free access to exact class recordings to catch up and revise updated material for a lifetime.



100% Practical & Projects Driven

Move beyond theory. Deepen understanding through personal experience and practical application in real-world scenarios.



1:1 Hyper-Personalized Mentorship

2X faster doubt clearing. Build a direct relationship with your mentor for on-the-go support and inspiration. Custom resume, LinkedIn, and portfolio building included.

Gemini Notebook

The Curriculum Blueprint

A 31-Module Journey from Raw Data to Actionable Intelligence.



Foundations

Data Fundamentals & Advanced Excel

The Math

Descriptive & Inferential Statistics

The Code

Python Programming & Data Wrangling

The Storage

PostgreSQL & Database Administration

The Story

Power BI, DAX, & Visual Modeling

Gemini Notebook

Phase 1: Foundations & Advanced Analysis



Foundations

Data Fundamentals & Advanced Excel

What are Analytics?

Scope in business, fundamentals of data.

Core Excel Functions

Sum/Average/Count ifs, VLOOKUP, HLOOKUP, XLOOKUP.

Pivot Tables

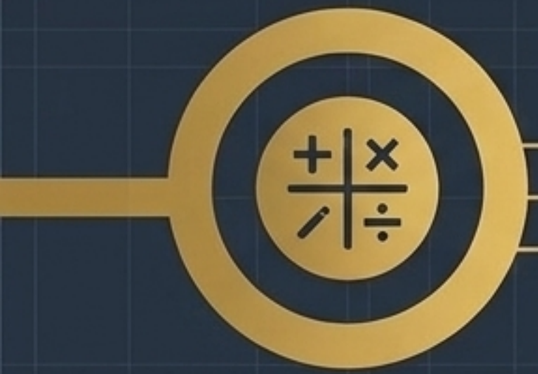
Data analysis, Pivot Charts, Report building, filters.

Advanced Excel

Correlation, Regression, Co-variance, Moving Average, Goal Seek, Scenario Manager, Transformations, Live Data Connections.

Gemini Notebook

Phase 2: The Mathematical Engine



The Math

Descriptive & Inferential Statistics

Descriptive Statistics

Mean, Median, Mode, Standard Deviation, Skewness, Kurtosis, Variance, RMSE, Pearson/Spearman Correlation. Hands-on in Python/Excel.

Inferential Statistics

Population vs. Sample, T-test, Chi-square, ANOVA, P-value, Confidence Intervals.

Probability Distributions

Normal, Uniform, and Skewed Distributions. z-scores.

Gemini Notebook

Phase 3: Code, Wrangle, & Visualize



Node 3

Python Visualization

Matplotlib, Seaborn. Scatterplots, Violin plots, Heatmaps, CDF/PDF.

Data Wrangling & EDA

Missing values, Outlier detection, Normalization

Advanced Packages

Pandas (Data Frames, Series), NumPy (Arrays, Numerical ops)

Python Core

Data Types, Operators, Control Flow (If/Loops), Data Structures (Lists, Tuples, Dictionaries), Lambda functions.

Programming Fundamentals

Compiler/Interpreter basics, Python/Anaconda installation, PyCharm/VS-Code setup.

Gemini Notebook

Phase 4: Database Architecture & SQL

Postgre-SQL Setup

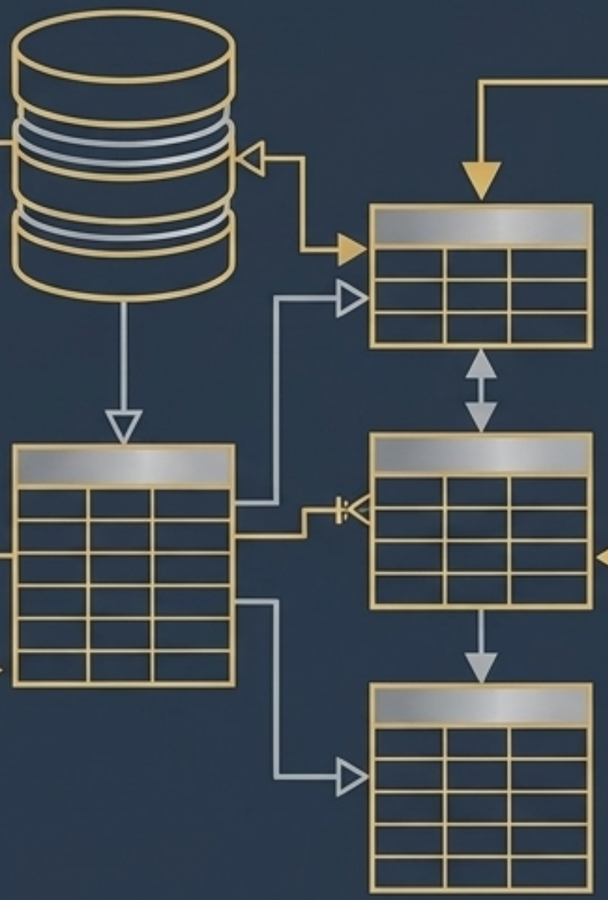
Installations, loading data.



Node 4

Querying Fundamentals

Select, Order By, Joins (Natural, Inner), Subqueries, Aggregate Functions.



Data Manipulation & Definition

DML (Insert, Update, Delete), DDL (Create, Drop, Truncate).

Advanced Administration

Dimensional Modelling, Normalization, Window Functions (Rank, Partition), Views, Stored Procedures, Temporary Tables.

Gemini Notebook

Phase 5: Storytelling & Business Intelligence

Node 5

Module 1: Power BI Architecture

Desktop installation, Data Access, Direct Query vs. Imports.

Module 2: Report Visualization

Stacked charts, Waterfalls, Scatter plots, Map Reports, Hierarchies, Drilldown options.



Module 3: Power Query & M Language

Editor options, JSON usage, Merge/Anti-Joins, Column transformations

Module 4: DAX Expressions

Filter Contexts, Time Intelligence (YTD, QTD), Statistical functions, Slicing

Module 5: Data Modelling & Cloud

Star vs. Snowflake schemas, Relationships, Cardinality, Cloud deployment, Data refresh

Gemini Notebook

The Job-Ready Engine

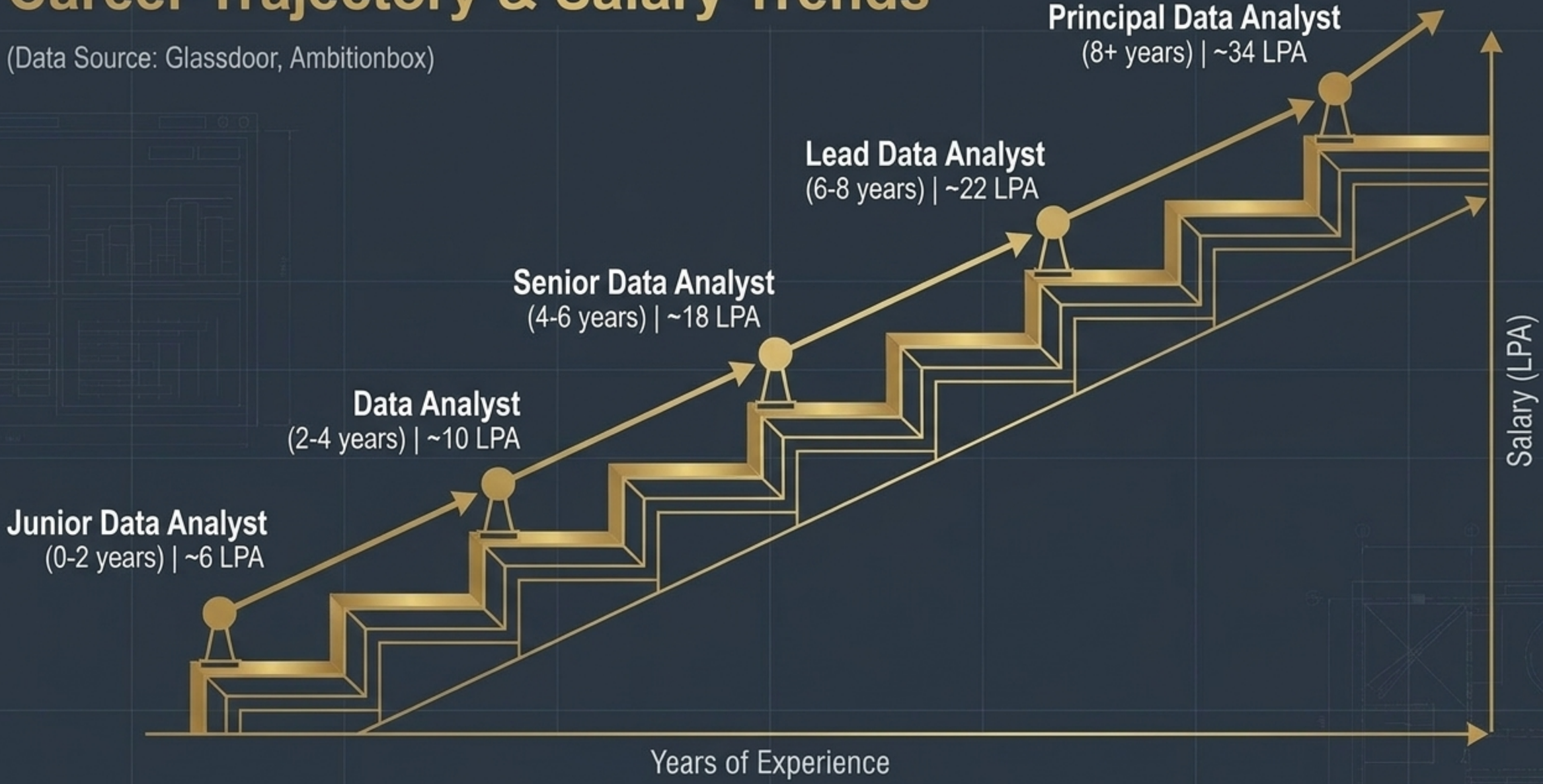
Education without application is the strange paradox. We bridge the gap.
Career guidance helps you understand your strengths and navigate industries.



Gemini Notebook

Career Trajectory & Salary Trends

(Data Source: Glassdoor, Ambitionbox)



Gemini Notebook

Accelerate Your Career Today

Let The Great Indian Campus help you find the Right Course and Right Job.

Join the **LIVE CAREER ACCELERATOR PROGRAM.**

Contact: enroll@ivirth.com
Enrollment Fee: ₹ 2000

Account Holder: **IVIRTH PRIVATE LIMITED**
Account Number: **50200059731976**
IFSC: **HDFC0000380**
Branch: **ALIGARH - UTTAR PRADESH**
Account Type: **Current Account**

Gemini Notebook

Certificate of Completion

This certifies that Ananya Sharma has successfully completed the Data Analytics Master's Program.

Ananya Sharma

Authorized Signatures

Dummy Signature

Authorized Signatures

Recognized and Supported by our Strategic Partners

Navachar Incubation Centre

StartInUP

startupindia

Gemini Notebook