



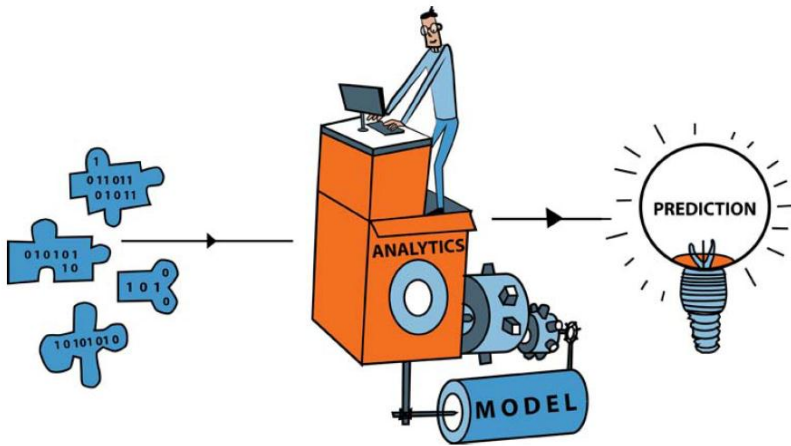
# Data Science and Analytics

*“Hottest career prospects in 2013” -Economic Times*

*“The sexiest job in the 21<sup>st</sup> century” -HBR*

## College Brochure - 2013

# What is Data Science and Analytics?



Have you ever wondered....

- how Google always finishes typing your search query before you?
- how Amazon is able to make spot-on recommendations about which books you will like?
- how Target (a retailer) knew a woman was pregnant before her family did?
- why Wal-Mart stocks its stores with extra beer in the hurricane season?

Businesses now a days generate huge amounts of data. This data contains many patterns and trends that, if identified, can act as valuable and powerful guides for business decisions and strategy.

**Data science and analytics help businesses understand and predict almost anything, from customer behaviour to industry specific market trends.**

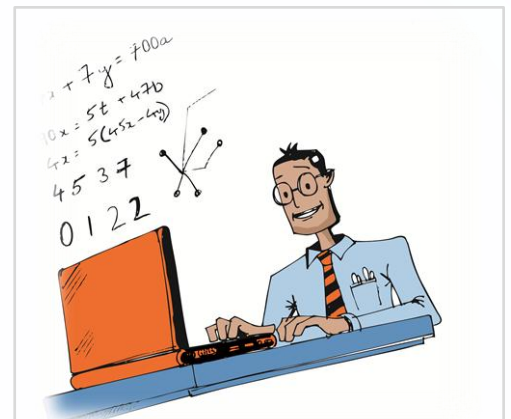
## Data science and analytics offer rewarding career opportunities

*"Hottest career prospects in 2013"* - Economic Times

*"The sexiest job in the 21<sup>st</sup> century"* - HBR

*"The best new job in America"* - CNN

*"It's a booming area but there is lack of talent"* - Times of India



## Some companies that hire analysts



## Top reasons to become a data scientist

- Data scientists do challenging and exciting work
- The role of data scientists is more strategic than technical
- Data scientists earn more than most of their colleagues
- Demand for data scientists will continue to increase in the near future

# Get the Jigsaw Advantage

## Application oriented training to create business ready professionals

- First of its kind learning academy that **provides industry-relevant training** and education in the field of analytics to develop **business-ready professionals**
- Carefully-designed courses that are a **unique blend of statistics, statistical tools and industry knowledge** through **real life examples**—designed to meet the specific needs of both students and employers
- Courses taught by **faculty** with extensive **industry experience**
- Is an initiative **by IIM Bangalore alumni** who have extensive experience in the field of analytics, marketing, off-shoring and education
- Case Study based approach with real life data covering multiple industries and sectors including retail, financial services, insurance and telecom

## Course Offerings

### Data Science and Analytics:

1. **Business Data Analysis**
2. **Introduction to Predictive Modelling techniques**
3. **SAS language for Big Data Analysis**
4. **Generating Business Insights and Strategy**

## Course Outcome

1. **Ability to analyse complex business data using sophisticated techniques and tools and generate business relevant and actionable insights**
2. **Improve employability with key in demand skills including:**
  - a. **Analytics**
  - b. **Advanced Excel Reporting**
  - c. **SAS**
  - d. **Big Data Analysis**

## Instructors at Jigsaw



**Sarita Digumarti**

Sarita has over 10 years of extensive analytics and consulting experience across diverse domains including FMCG, retail and healthcare. From determining the marketing effectiveness for Nestle and P&G, to solving the betting problems in horse racing, she has done it all. She has a Master's degree in Quantitative Economics, from Tufts University, Boston, and an MBA from T.A. Pai Management Institute, Manipal.



**Gaurav Vohra**

Gaurav is an alumnus of IIM Bangalore with over a decade of experience in the field of analytics. Gaurav has provided analytics expertise for clients like JC Penney, Gap Inc., IMS healthcare, Capital One and ICICI Lombard. Gaurav likes to work with different analytic tools including SAS, SPSS, Statistica, KXEN, WPS and CART.



**Abhirami Sambantham**

Abhirami holds a Master's degree in information technology and management from the University of Texas at Dallas. After spending time working in the field of healthcare analytics, she decided to make a move into the field she is really passionate about - teaching. She has significant experience with SAS and R, and trains students on advanced modelling techniques using these tools.

## What our students say?



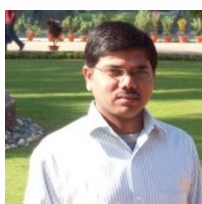
Vinoth Balu, MBA Student, at NIT Tiruchirappalli

Jigsaw Academy's foundation course not only teaches all the theoretical concepts but also how to apply them effectively in reality. The case studies build our fundamentals very strong. The academy lives to its name, 'Jigsaw' by getting all the right elements together, giving you the clear picture of this field. They deliver more than what they promise!



Nayan Dharamshi, Business Analyst at Target

The Foundation Course in Analytics is one stop shop for those who are looking for a break into the Analytics industry. The course covers important Statistical concepts, followed by rigorous assignments in the Virtual Lab. What makes Jigsaw stand apart is the focus on Practical Application and the Case studies used along with the concepts. I would highly recommend Jigsaw's courses !



Nitesh Ranjan, MBA student at IIT Madras

I think that the course is designed in a very simple manner which makes it easy to grasp. It focuses on the current analytical tools and techniques which are being used in the industry. That's the reason I recommend this to all those who are looking to enter the world of Analytics. Thanks to Gaurav and Sarita for all that.

## What Academicians say about us



Machi Raju Varanasi, Director at NSW Curriculum and Learning, Australia

The Foundation Course in Analytics was very well presented by three highly qualified presenters who had deep and diverse business knowledge in analytics - Gaurav, Sarita and Subhashini. The course had the right balance of theory, practice and case studies. The practice datasets and related sas codes were most helpful. Thanks, Jigsaw. Will be there for another course.



VG Venkatesh, Professor at Symbiosis Institute of Operations Management

SIOM recognizes that analytics is a must-have skill for all business managers in today's workplace. Jigsaw Academy's workshop used industry examples to give our students a flavour of the real world application of analytics in business. A number of students developed an interest in this field and went on to do more advanced courses through Jigsaw's virtual classrooms

## CONTACT US



Website

<http://www.jigsawacademy.com>



Phone

+91-98805-44099; +91-90080-17000



Blog

<http://www.analyticstraining.com>



FAQs

<http://jigsawacademy.com/faqs>



E-mail

[info@jigsawacademy.com](mailto:info@jigsawacademy.com)