



**The National Institute for Entrepreneurship and Small Business  
Development(NIESBUD)**

**(An autonomous institution under the Ministry of Skill Development &  
Entrepreneurship, Govt. of India)**

**A-23, Sector-62, Noida, UP – 201309 | Web: [www.niesbud.nic.in](http://www.niesbud.nic.in)**

**Announces**

**[Entrepreneurship Training in Business Analytics Using R](#)**

Big Data Analytics aids an organization to tackle the data and utilize it to find new opportunities. This leads to more smart business moves, higher profits, efficient operations, and happy customers. The idea is to share the business prospects in a better way in the future and to use it with analytics concept. Companies need to translate data into information to plan for future business strategies. Data can help maximize revenues and reduce costs.

The course curriculum for **Business Analytics** is designed to provide in-depth knowledge ranging from basic to advanced level. The course is supervised and managed by experts having years of experience in handling Business Analytics projects. The training sessions shall comprise of both theoretical as well as practical sessions to deliver an ideal environment for participants that will enable them to handle difficult and complex situation in the real corporate world. The course focuses on R programming, which offers rich set of packages for a wide variety of statistical computing and data analysis.



## **Objectives of The Programme**

After the completion of the programme, the participants shall be able to:

- Gain proficiency in the R-Programming language and its application in Business Analytics
- Understand the basics of data imputing and statistics in R
- Learn data manipulation and visualization of R
- Acquire knowledge of the various functions and programming in R
- Gain knowledge about regression analysis.
- Gain in-depth knowledge in all aspects of Data Analysis and Manipulations

## **Course Content-**

### a. Introduction to Data Analytics

- Objectives
- Where is analytics applied?
- Data gathering

### b. Introduction to R

- Why R?
- Basic commands in R
- Different data types in R
- Built in functions of R: seq(), cbind (), rbind()
- Use of functions like str(), class(), length(), nrow(), ncol(),head(), tail()

### c. Data Manipulation in R

- Creating subsets
- Data Cleaning
- Use of some more functions

### d. Fundamentals of business Statistics

- Measures of central tendency and dispersion
- Correlation
- Probability distribution
- Estimation
- Hypothesis Testing
- Data visualisation in R

e. Advanced Statistics

- Regression
- Practical examples in R

**Duration** : 2 Days Training Programme (from 10 am to 5:30 pm)

**Venue** : A-23, Sector-62, Noida, UP – 201309

**Fee** : Rs. 5500/- (Per Participant Including 18% GST)

**Date** : 23<sup>rd</sup>-24<sup>th</sup> February, 2019 (Saturday-Sunday)

**For Registration Contact:**

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**Nivedita Srivastava, Advisor, NIESBUD (Prog. Director), 9717163146**

[nividita@niesbud.gov.in](mailto:nividita@niesbud.gov.in)

**Certificates will be awarded by NIESBUD (under Ministry of Skill Development and Entrepreneurship, Govt. of India)**

**Reservation of participants will be done on first come first serve basis due to limited seats availability.**



**THE NATIONAL INSTITUTE FOR ENTREPRENEURSHIP AND SMALL BUSINESS DEVELOPMENT (NIESBUD)**

**A-23, Sector-62 (Institutional Area), NOIDA – 201309 (U.P.)**

Programme Name: **Entrepreneurship Training in Business analytics Using R**

Venue: **Niesbud, A-23, Sector 62 Institutional Area, Sector 62, Noida Program**

Fee: **Rs. 5500/- (Including 18% GST)**

Training Date: **23<sup>rd</sup>-24<sup>th</sup> February, 2019**

**Application/ Registration Form**

Director

NIESBUD,

A 23, Institutional Area, Sector 62, NOIDA-201301(UP)

1. Name Mr/Mrs/Miss : .....

2. Father's / Husband's Name : .....

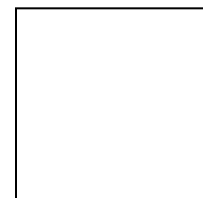
3. Mother's Name : .....

4. Date of birth : .....

5. Educational Qualification : .....

6. Address : .....

.....



7. Nationality : .....

8. Gender : .....Female/Male.....

9. Caste : General/ SC/ST/OBC/Minority/ Other .....

10. Telephone/Mobile No : .....

11. Identity Card : Voter ID Card/Ration Card/ Passport/DL/ Pan Card/ Bank No / BPL Card/  
UID/Certificate by Gazetted officer .....

12. E-mail : .....

13. Programme Name      Duration      Place

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14. Trainee'sObjective : Self Employment / Wage Employment

Programme Coordinator's Signature

Date .....

Applicant's Signature

Date.....

**Bank Details- Niesbud; for the purpose of payment transfer:**

| <b>S.No</b> | <b>Particulars</b>  | <b>Details</b>   |
|-------------|---|--|
| 1           | Name and address of Beneficiary                                   | NIESBUD  |
| 2           | Account Number of the Beneficiary                                 | 09312011002654, Saving A/c.  |
| 3           | Name & Address of the Bank Branch ( Where payment is to be sent ) | Oriental Bank of Commerce, B-31, Sector -62, Noida – 201301.U.P. India |
| 4           | Branch Name / code No.  | 0931   |
| 5           | M I C R Code of the Branch  | 110022092  |
| 6           | IFSC Code of the Bank branch for RTGS mode                        | ORBC 0100931   |
| 7           | IFSC Code of the Bank branch for NEFT mode                        | ORBC 0100931   |