

STUDY PLAN

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|--------------|--------|-----------------|--|--|--|-------------------|----------------|--------------|------------|
| | Week 0 | | Founder's Session | Founder's Session | | | | | |
| | | | Orientation Session | Orientation Session | | | | | |
| 27-June-2026 | Week 1 | Module 1 | Foundations of Business Analytics | Module 1: Session 1: Introduction to Business Analytics Business vs. Data Analytics vs. Consulting Roles | <ul style="list-style-type: none"> - Definition and scope of Business Analytics - Evolution of analytics (Descriptive → Predictive → Prescriptive) - Case example: How analytics drives strategy in an organization- Step-by-step breakdown of the analytics workflow - Problem framing: Asking the right business question - Formulating Hypothesis :- Convert messy stakeholder ask → SMART analytics question - "Rewrite the brief in MECE bullets + success metric" | Live | 3 | | |
| 28-June-2026 | Week 1 | Module 2 | GenAI Foundations | Module 2: Session 2: What is GenAI? | <ul style="list-style-type: none"> • Evolution of AI → From ML to Generative AI • How Generative AI works (LLMs, Diffusion Models) • Key Components: Data, Model, and Prompt • Comparison with Traditional AI (Predictive vs Generative) • Real-world Applications across functions (Sales, Marketing, Operations, Finance) • What is Hallucination and Why It Happens • Identifying and Mitigating Bias in AI Systems • Privacy and Data Handling Principles • Ethical Use of AI in Business Contexts • Frameworks: Fairness, Accountability, Transparency, Explainability (FATE) • Case Discussion: Responsible vs Irresponsible AI Use | Live | 3 | 3 | |
| 30-June-2026 | Week 1 | Module 2 | Doubt Discussion & Focus session | Module 2: Session 3: (Doubts Session + FOCUS) | Doubts Discussion Session / FOCUS | Live | 3 | | |
| 4-July-2026 | Week 2 | Module 2 | GenAI Foundations | Prompting 101 – how to get reliable outputs | <ul style="list-style-type: none"> • Structure of a Good Prompt (Context → Task → Output Style) <ul style="list-style-type: none"> • Role of Tone, Instruction, and Constraints • Types of Prompting: Zero-shot, Few-shot, Chain-of-thought • Techniques for Refining Outputs (Iteration, Role prompting) • Live Demo: Turning vague prompts into actionable ones | Live | 3 | | |
| | | Module 3 | Advanced Excel | Excel 101 | Pivot tables Overview Pivot Tables Implementation Overview of Functions in Excel Functions in Excel Implementation - 1 Functions in Excel Implementation - 2 Functions in Excel Implementation - 3 Xlookup Overview Xlookup Implementation -1 | Self paced Videos | 3 | | Prep insta |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|--------------|--------|--------------------|----------------------------------|---|--|----------|----------------|--------------|------|
| | | | | | Xlookup Implementation -2 Overview of conditional formatting Conditional Formatting implementation Charts in Excel Overview of Data Cleaning Data cleaning Implementation (edited) | | | | |
| 5-July-2026 | Week 2 | Module 3 | Advanced Excel | Introduction to Excel and Excel Functions | <ul style="list-style-type: none"> • Role of Excel in Business analytics • Excel interface and navigation • Data types (Text, Number, Date, Boolean) • Formatting basics (cell styles, number formats) <ul style="list-style-type: none"> • Sorting & Filtering data • Introduction to tables (Ctrl+T) • Text: LEFT, RIGHT, MID, LEN, TRIM, UPPER, LOWER, CONCAT, TEXTJOIN • Date: TODAY, NOW, DATE, EDATE, DATEDIF, NETWORKDAYS | Live | 3 | 3 | |
| 7-July-2026 | Week 2 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 11-July-2026 | Week 3 | Module 3 | Advanced Excel | Excel Functions and Pivot Table | <ul style="list-style-type: none"> • Logical: IF, IFS, AND, OR, NOT • Math/Stat: SUM, AVERAGE, COUNT, COUNTA, ROUND, INT, MOD • Rule-based formatting: greater than, top 10%, duplicates <ul style="list-style-type: none"> • Color scales, data bars, icon sets • Custom formula-based formatting • Creating Pivot Tables from structured data <ul style="list-style-type: none"> • Row, Column, Filter, Values fields • Summarization techniques (Sum, Count, Average) <ul style="list-style-type: none"> • Grouping (dates, numbers) • Sorting and filtering in Pivots <ul style="list-style-type: none"> • Drill-down features • Suggest cleanup steps; generate formulas; explain errors • "Propose Power Query steps + rationale; verify against sample output" | Live | 3 | | |
| 12-July-2026 | Week 3 | Module 3 | Advanced Excel | Pivot Charts and Lookup | <ul style="list-style-type: none"> • Handling errors with IFERROR • Basic Charts: Column, Bar, Line, Pie • Combination charts and formatting options <ul style="list-style-type: none"> • Choosing the right chart for data type <ul style="list-style-type: none"> • Syntax and logic of XLOOKUP • Vertical and horizontal lookups • Lookup (intro): VLOOKUP, HLOOKUP (to be compared later with XLOOKUP) <ul style="list-style-type: none"> • Approximate match and wildcard match • Comparison with VLOOKUP and INDEX-MATCH | Live | 3 | 3 | |
| 14-July-2026 | Week 3 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|--------------|--------|--------------------|----------------------------------|-------------------------------------|---|-------------------|----------------|--------------|------|
| 18-July-2026 | Week 4 | Module 3 | Advanced Excel | LOOKUP | <ul style="list-style-type: none"> Two-way lookup use cases Combining XLOOKUP with Pivot Table summaries <ul style="list-style-type: none"> Building cross-sheet dynamic reports Using XLOOKUP inside calculated fields Use cases: sales, employee performance, stock movement Advanced summarization using nested formulas with Pivots Generate XLOOKUP/INDEX-MATCH variants; design layout "Ask for 2 chart options + why each is right/wrong" | Live | 3 | | |
| 19-July-2026 | | Module 3 | Advanced Excel | Data Cleaning Techniques | <ul style="list-style-type: none"> Identifying and removing duplicates Detecting and handling blanks, nulls TRIM, CLEAN, SUBSTITUTE for cleanup Data validation for drop-downs and checks <ul style="list-style-type: none"> Text to Columns, Flash Fill Introduction to Power Query (basic transformations) <ul style="list-style-type: none"> Linking Pivot Charts to Pivot Tables Using Slicers and Timelines | Live | 3 | 3 | |
| 21-July-2026 | Week 4 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 25-July-2026 | Week 5 | Module 3 | Advanced Excel | Dashboarding – Design & Integration | <ul style="list-style-type: none"> Creating dynamic ranges with Excel Tables Named ranges and OFFSET() (basic dynamic charting) <ul style="list-style-type: none"> Layout, color schemes, interactivity Dashboard design do's and don'ts Recap of key functions and features <ul style="list-style-type: none"> End-to-end project: <ul style="list-style-type: none"> Clean raw data Apply transformations <ul style="list-style-type: none"> Use lookups Summarize using Pivots Present with dashboard | Live | 3 | | |
| 26-July-2026 | | Module 3 | Advanced Excel | Business Case Study using Excel | Finance | | Live | 3 | |
| | | Module 4 | DBMS & Data Warehousing | SQL 101 | Codd Rule Keys in DBMS Candidate Key Super Key Primary Key Alternate Key Composite Key Foreign Key Primary Key vs Candidate Key Unique Key DDL, DML, TCL AND DCL SQL Intro Introduction to Databases | Self paced Videos | 9 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|------|------|---|--------|-------|---|----------|----------------|--------------|------|
| | | | | | Why SQL Execution of SQL Install MySQL Load Databases Use, Show & Describe Create DB, Create Table, Insert Alter Table Introduction to SQLite Install SQLite Working with SQLite Basic SQL clauses SQLite Functions CRUD Operations Python MySQL Connector Part 1 Python MySQL Connector Part 2 Python MySQL Connector Part 3 Python MySQL Connector Part 4 IMDB Questions with SQLite3 Constraints Introduction Delete vs Drop vs Truncate NOT NULL Constraint Primary Key Constraint Unique Constraints Check Constraints Default and Auto Increment Constraints DDL: Data types DDL: Constraints DDL: Create DDL Alter DDL Drop & Truncate Comparison: Delete, Drop and Truncate DCL Grant & Revoke DML Insert DML Update DML Delete Select and Distinct Statement Alias Order by Merge Update and Delete Limit - Min & Max Nth Highest or Lowest Salary Part 1 Select Limit & Offset Order By Distinct Part 1 Distinct Part 2 Where, Comparison Operators, NULL | | | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|----------------|--------|---------------------------|------------------------------------|--|--|----------|----------------|--------------|------|
| | | | | | Logical Operators Like and Wild Card | | | | |
| 28-July-2026 | Week 5 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 1-August-2026 | Week 6 | Module 4 | DBMS & Data Warehousing | DBMS, Relational Concepts, Keys, SQL Language Categories | <ul style="list-style-type: none"> • Introduction to DBMS, RDBMS • Real-world examples of relational models • Importance of normalization principles • Primary Key, Composite Key, Foreign Key, Candidate Key • Surrogate Key, Natural Key • SQL Language Categories: DDL, DML, DCL, TCL | Live | 3 | 3 | |
| 2-August-2026 | | Module 4 | DBMS & Data Warehousing | SQL Basics, Constraints, MODIFY/ALTER | <ul style="list-style-type: none"> • Common SQL syntax and structure • Creating a database, Creating tables with CREATE TABLE • Common SQL data types: INT, FLOAT, CHAR, VARCHAR, DATE • Altering tables, Dropping and renaming columns • Types of Constraints • Default values and AUTO_INCREMENT • Modifying constraints • Difference between DROP, TRUNCATE, DELETE • Impact on storage, rollback, and auto-increment counters • Modifying column names, data types • Adding/removing columns using ALTER TABLE • Renaming tables | Live | 3 | | |
| 4-August-2026 | Week 6 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 8-August-2026 | Week 7 | Module 4 | DBMS & Data Warehousing | SQL Operations | <ul style="list-style-type: none"> • INSERT single and multiple records • SELECT basics with column filtering • WHERE clause and logical operators • UPDATE and DELETE commands • Using DISTINCT, ORDER BY, LIMIT | Live | 3 | 3 | |
| 9-August-2026 | | Module 4 | DBMS & Data Warehousing | Joins & Aggregate Functions | <ul style="list-style-type: none"> • INNER JOIN, LEFT JOIN, RIGHT JOIN, FULL OUTER JOIN • Self JOIN, CROSS JOIN • Understanding primary-foreign key relationships • Joining more than two tables • NULL handling in joins • Aggregate functions: COUNT, SUM, AVG, MIN, MAX • GROUP BY and HAVING <p>•Draft SELECT/JOIN/GROUP BY from English; explain result sets •"Generate query from business question, then we pair-debug"</p> | Live | 3 | | |
| 11-August-2026 | Week 7 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|----------------|--------|----------|-------------------------|-------------------------------|--|-------------------|----------------|--------------|------|
| 15-August-2026 | Week 8 | Module 4 | DBMS & Data Warehousing | Data Warehousing | <ul style="list-style-type: none"> • OLTP vs OLAP • Data Warehouse architecture (Staging → ETL → DW → BI) <ul style="list-style-type: none"> • Fact & Dimension tables • Star vs Snowflake Schema • Slowly Changing Dimensions | Live | 3 | 3 | |
| 16-August-2026 | | Module 4 | DBMS & Data Warehousing | Business Case Study using SQL | Operations | Live | 3 | | |
| | | ET | ET | ET 1 Mid term exam | | Self paced | 2 | | |
| | | Module 5 | Statistics | Statistics 101 | Classification of Data Representation of Data Tabular & Graphical Representation of Data Measures of Location Mean Median Mode Measures of Variability Variance Standard Deviation Mean & SD vs Median & IQR Percentile & Quartiles Range Inter Quartile Range Univariate Analysis Implementation Basic Bivariate Analysis Bivariate Analysis Implementation Random Variable and Probability Distribution Introduction to Population & Sample Need of Sampling Probability Sampling - Part 1 Probability Sampling - Part 2 Non Probability Sampling - Part 1 Non Probability Sampling - Part 2 Bernoulli Trails Binomial Distribution Normal Distribution Gamma Distribution Central Limit Theorem Skewness & Kurtosis Non- Normality of Data Estimation & Hypothesis Testing Properties of an Estimator Type of Estimates Hypothesis Testing Degrees of Freedom Null & Alternate Hypothesis | Self paced Videos | 5.5 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|----------------|---------|---------------------------|----------------------------------|--|---|----------|----------------|--------------|------|
| | | | | | Different Types of Errors Significance level and P- Value Poisson Distribution One Tailed vs Two Tailed Test Z tests t Tests Paired test Two Sample - test vs paired t- test Analysis of Variance (ANOVA) Chi-Square Test Parametric vs Non - Parametric tests | | | | |
| 18-August-2026 | Week8 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 22-August-2026 | Week 9 | Module 5 | Statistics | Descriptive Statistics, Measures of Central Tendency, Outliers | <ul style="list-style-type: none"> • What is statistics: Descriptive vs Inferential • Types of data: Qualitative vs Quantitative • Scales of measurement: Nominal, Ordinal, Interval, Ratio <ul style="list-style-type: none"> • Population vs Sample • Sampling methods: Random, Stratified, Cluster, Systematic • Data sources: Surveys, Experiments, Observational studies <ul style="list-style-type: none"> • Biases in data collection • Mean (Arithmetic, Weighted), Median, Mode <ul style="list-style-type: none"> • When to use which measure • Impact of outliers on central tendency • Practice with real datasets (e.g., salary, sales) <ul style="list-style-type: none"> • Range | Live | 3 | 3 | |
| 23-August-2026 | | Module 5 | Statistics | Measures of Dispersion | <ul style="list-style-type: none"> • Variance & Standard Deviation (sample vs population) <ul style="list-style-type: none"> • Mean Absolute Deviation • Coefficient of Variation • Use of dispersion in comparing datasets • Percentiles and interpretation (e.g., 90th percentile) <ul style="list-style-type: none"> • Quartiles: Q1, Q2 (median), Q3 • Interquartile Range (IQR) • Box plot interpretation • Outlier detection using IQR | Live | 3 | | |
| 25-August-2026 | Week 9 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 29-August-2026 | Week 10 | Module 5 | Statistics | Probability Distribution | <ul style="list-style-type: none"> • Basic probability rules (addition, multiplication, conditional probability) <ul style="list-style-type: none"> • Random variables (discrete and continuous) • Probability distributions: Binomial, Poisson, Normal, Exponential <ul style="list-style-type: none"> • Central Limit Theorem (CLT) • Introduction to Hypothesis Testing • Z-scores and standard normal tables | Live | 3 | 3 | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|------------------|---------|---------------------------|----------------------------------|----------------------------|---|-------------------|----------------|--------------|------|
| 30-August-2026 | | Module 5 | Statistics | Correlation and Regression | <ul style="list-style-type: none"> • Correlation and causation • Simple linear regression • Multiple regression • Model interpretation (coefficients, R², adjusted R², p-values) <ul style="list-style-type: none"> • Dummy variables for categorical data • Multicollinearity and model diagnostics • Explain outliers, choose chart; interpret regressions • “Write the insight you’d email to a manager” | Live | 3 | | |
| 1-September-2026 | Week 10 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 5-September-2026 | Week 11 | Module 9 | Capstone | Capstone Initiation | Introduction to the project | Live | 1 | | |
| | | Module 6 | PowerBI | Power BI 101 | What is Business Intelligence Applications of Business Intelligence in eCommerce Applications of Business Intelligence in Beverage Industry Downloading/Installing PowerBI Desktop Configuring the rights settings in PowerBI Desktop PowerBI Workflow & Interface Shaping and connecting data Data connectors PowerQuery Editor Getting the data Making the relationships Cardinality Filter Flow Introduction to DAX DAX Operators DAX Functions Date Functions And, Or Operators Working with Text Field Related Functions Measures in Power BI Slicers Visual Variables Creating a Toggle Dynamic Measure Calculate Function All, Filter Function | Self paced Videos | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|-------------------|---------|--------------------|----------------------------------|---|--|----------|----------------|--------------|------|
| 6-September-2026 | Week 11 | Module 6 | PowerBI | Installation, Data Connectors, Import & Export, Power Query Editor | <ul style="list-style-type: none"> Definition of Business Intelligence and its industry applications <ul style="list-style-type: none"> Types of BI tools and landscape overview <ul style="list-style-type: none"> Installing Power BI Desktop Overview of Power BI interface: ribbons, panes, canvas <ul style="list-style-type: none"> Workflow overview: data, model, report views Connecting to Excel, CSV, Web, and SQL sources Import vs Direct Query vs Live connection <ul style="list-style-type: none"> Navigating the Power Query Editor | Live | 3 | 3 | |
| 8-September-2026 | Week 11 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 12-September-2026 | Week 12 | Module 6 | PowerBI | Measures vs Dimensions, Shaping Data & Relationships | <ul style="list-style-type: none"> Steps applied, query folding and refresh <ul style="list-style-type: none"> Understanding measures vs dimensions <ul style="list-style-type: none"> Discrete vs continuous fields Data shaping: renaming, removing, pivoting, unpivoting columns <ul style="list-style-type: none"> Transforming data types, trimming, replacing, splitting Creating relationships, understanding cardinality and cross-filter direction | Live | 3 | | |
| 13-September-2026 | Week 12 | Module 6 | PowerBI | DAX Fundamentals, DAX modelling and DAX Operations | <ul style="list-style-type: none"> Star vs Snowflake schema <ul style="list-style-type: none"> Role of fact and dimension tables Introduction to DAX: syntax and use cases <ul style="list-style-type: none"> Calculated columns vs measures Basic DAX functions: SUM, AVERAGE, COUNT, DISTINCTCOUNT <ul style="list-style-type: none"> Working with filters in DAX: CALCULATE, FILTER, ALL <ul style="list-style-type: none"> Logical and text functions in DAX Conditional expressions using IF and SWITCH | Live | 3 | 3 | |
| 15-September-2026 | Week 12 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 19-September-2026 | Week 13 | Module 6 | PowerBI | DAX Operations Visualizations & Interactions | <ul style="list-style-type: none"> Row context vs filter context explained <ul style="list-style-type: none"> Error handling and debugging DAX expressions Using core visuals: bar, line, pie, scatter, table, matrix <ul style="list-style-type: none"> Customizing visuals: formatting, themes, tooltips <ul style="list-style-type: none"> Setting up slicers and filters Drill-through and drill-down navigation Cross-highlighting and interactivity between visuals | Live | 3 | | |
| 20-September-2026 | Week 13 | Module 6 | PowerBI | Advanced Measures & Time Intelligence Reports, Bookmarks, Tooltips & Navigation | <ul style="list-style-type: none"> Cumulative totals and running totals <ul style="list-style-type: none"> YOY, MOM comparisons DATEADD, DATESYTD, SAMEPERIODLASTYEAR <ul style="list-style-type: none"> Using CALCULATE with time intelligence <ul style="list-style-type: none"> Date table creation and relationships Creating multi-page reports Adding bookmarks for storytelling and dynamic views <ul style="list-style-type: none"> Using buttons and images for navigation | Live | 3 | 3 | |
| 22-September-2026 | Week 13 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|-------------------|---------|--------------------|----------------------------------|--|--|---|----------------|--------------|------|
| 26-September-2026 | Week 14 | Module 6 | PowerBI | Navigation Publishing, Sharing & Deployment | <ul style="list-style-type: none"> • Custom tooltips and drill-through pages • Setting up page navigation and back buttons • Publishing reports to Power BI Service <ul style="list-style-type: none"> • Creating and managing workspaces • Setting refresh schedules and gateway setup <ul style="list-style-type: none"> • Sharing reports with stakeholders • Row-level security and access control basics •Suggest measures; pick visuals; add narrative tooltips •“AI proposes 3 visuals with stakeholder rationale; you choose” | Live | 3 | | |
| 27-September-2026 | Week 14 | Module 6 | PowerBI | Business Case Study using PowerBI | Sales | Live | 3 | | |
| 29-September-2026 | Week 14 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 3-October-2026 | Week 15 | Module 7 | Looker Studio | Teaching you the basics of Looker Studio | <ul style="list-style-type: none"> What is Looker Studio & why it is used Understanding the Looker Studio interface Creating a new report from scratch Connecting data sources (Google Sheets, CSV) Understanding dimensions & metrics (simple examples) Creating basic charts (tables, bar, line, pie) Adding filters & date controls Simple dashboard layout & formatting | Live | 3 | | |
| 4-October-2026 | | Module 7 | Looker Studio | Looker Studio Basics – Dashboard Building & Practice | <ul style="list-style-type: none"> Adding scorecards & basic KPIs Simple calculated fields (totals, percentages) Sorting & filtering data for analysis Making dashboards interactive (basic controls) Improving dashboard design & readability Sharing reports & export options | Live | 3 | | |
| 6-October-2026 | | | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | |
| 10-October-2026 | | Module 7 | Looker Studio | Cloud Data Strategy & Collaborative Workflows in Google Sheets | <ul style="list-style-type: none"> Cloud-Native Data Ingestion & Live Integration Applied Business Logic: Structuring Data for Downstream BI Using MECE Stakeholder Governance & Collaborative Version Control From “Messy Ask” to SMART Data Models | Live | 3 | | |
| 11-October-2026 | Week 16 | Module 7 | Looker Studio | Doubt Clearing and Labs | <ul style="list-style-type: none"> Doubt clearing Common beginner mistakes & best practices | Live | | 3 | |
| 13-October-2026 | | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 17-October-2026 | | Module 7 | Looker Studio | Project using Looker Studio | Marketing Performance Dashboard | Live | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|-----------------|---------|---------------------------|---|--|--|----------|----------------|--------------|------|
| 18-October-2026 | Week 17 | Module 9 | Capstone | Capstone | Capstone Check In and feedback | Live | 3 | | |
| 20-October-2026 | Week 17 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 24-October-2026 | Week 17 | Module 8 | Business Communication & Story Telling | Data Storytelling and Visualisation 101 | Differences between data reporting vs storytelling Using context to frame insights Making logical inferences from data Identifying and avoiding flawed logic Building a clear, concise storyline from dashboards Storyboarding activity: Create a story arc from raw data Case study: "The Coffee Sales Puzzle" - logical analysis challenge Group activity: Fix a poorly structured data story and reframe it | Live | 3 | | |
| 25-October-2026 | Week 18 | Module 8 | Business Communication & Story Telling | Visual Story & Executive Deck Craft (Gamma Intro + Hands-On) | <ul style="list-style-type: none"> Chart choice by question (trend/share/variance/distribution) <ul style="list-style-type: none"> Declutter visuals, annotations & callouts Color for meaning; accessibility principles Gamma basics: Create deck from SCQA outline, apply AI layouts, import charts (Power BI / Excel PNGs) <ul style="list-style-type: none"> Use brand style, manage images & compression Deck Craft Workflow: Outline → Slides → Sectioning (Problem → KPIs → Insights → Actions → Risks) Title discipline (takeaway titles), speaker notes with AI assist, versioning & collaboration <ul style="list-style-type: none"> Export / Share / Backup slides <p>Turn KPIs into headlines, write exec summary & action items "Draft 5-slide readout; cut fluff to 2 sentences per slide"</p> | Live | 3 | | |
| 27-October-2026 | Week 17 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |
| 31-October-2026 | Week 18 | Module 8 | Business Communication & Story Telling | Written Communication, Presentation & Rehearsal Lab (Gamma Build) | <ul style="list-style-type: none"> Executive summary & decision-email writing One-pager memo; SOP & meeting-notes templates Using Gamma notes pane to draft speaker notes & captions <ul style="list-style-type: none"> GenAI draft → human edit → verification checklist Live Presentation & Q&A Drills: 2-minute read-out; presenter mode in Gamma; notes & link-sharing etiquette; handling objections <ul style="list-style-type: none"> Record → self-review checklist <p>• Doubts + Focus Lab 2: Build 5-slide executive deck from capstone dataset in Gamma; refine titles & annotations; export (PDF/PPT); final sign-off checklist</p> | Live | 3 | | |
| 1-November-2026 | Week 18 | Business Analytics | Doubt Discussion & Focus session | DC + Focus | Practice Set/assignment for supporting Mini Project | Live | 3 | | |

| Date | Week | # | Module | Topic | Subtopic | Delivery | Taught Classes | Doubts+Focus | FROM |
|-----------------|---------|----------|----------|-----------------------------|-----------------------------|------------|----------------|--------------|------|
| 3-November-2026 | Week 19 | Module 9 | Capstone | Final capstone presentation | Final capstone presentation | Live | 3 | | |
| 7-November-2026 | Week 19 | Module 9 | Capstone | Final capstone presentation | Session 2 | Live | 3 | | |
| | | ET | ET | ET 2 Final exam | | Self paced | 2 | | |

