

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					
25-July-2026	Week 1	Module 1	Foundations of Business Analytics	Module 1: Session 1: Introduction to Business Analytics Business vs. Data Analytics vs. Consulting Roles	- 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		
26-July-2026	Week 1	Module 2	GenAI Foundations	Module 2: Session 2: What is GenAI?	• 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	
28-July-2026	Week 1	Module 2	Doubt Discussion & Focus session	Module 2: Session 3: (Doubts Session + FOCUS)	Doubts Discussion Session / FOCUS	Live	3		
1-August-2026	Week 2	Module 2	GenAI Foundations	Prompting 101 – how to get reliable outputs	• Structure of a Good Prompt (Context → Task → Output Style) • 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 Xlookup Implementation -2 Overview of conditional formatting Conditional Formatting implementation Charts in Excel Overview of Data Cleaning Data cleaning Implementation (edited)	Self paced Videos	3		Prep insta

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2-August-2026	Week 2	Module 3	Advanced Excel	Introduction to Excel and Excel Functions	• Role of Excel in Business analytics • Excel interface and navigation • Data types (Text, Number, Date, Boolean) • Formatting basics (cell styles, number formats) • 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	
4-August-2026	Week 2	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
8-August-2026	Week 3	Module 3	Advanced Excel	Excel Functions and Pivot Table	• Logical: IF, IFS, AND, OR, NOT • Math/Stat: SUM, AVERAGE, COUNT, COUNTA, ROUND, INT, MOD • Rule-based formatting: greater than, top 10%, duplicates • Color scales, data bars, icon sets • Custom formula-based formatting • Creating Pivot Tables from structured data • Row, Column, Filter, Values fields • Summarization techniques (Sum, Count, Average) • Grouping (dates, numbers) • Sorting and filtering in Pivots • Drill-down features • Suggest cleanup steps; generate formulas; explain errors • "Propose Power Query steps + rationale; verify against sample output"	Live	3		
9-August-2026	Week 3	Module 3	Advanced Excel	Pivot Charts and Lookup	• Handling errors with IFERROR • Basic Charts: Column, Bar, Line, Pie • Combination charts and formatting options • Choosing the right chart for data type • Syntax and logic of XLOOKUP • Vertical and horizontal lookups • Lookup (intro): VLOOKUP, HLOOKUP (to be compared later with XLOOKUP) • Approximate match and wildcard match • Comparison with VLOOKUP and INDEX-MATCH	Live	3	3	
11-August-2026	Week 3	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
15-August-2026	Week 4	Module 3	Advanced Excel	LOOKUP	• Two-way lookup use cases • Combining XLOOKUP with Pivot Table summaries • 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		
16-August-2026		Module 3	Advanced Excel	Data Cleaning Techniques	• Identifying and removing duplicates • Detecting and handling blanks, nulls • TRIM, CLEAN, SUBSTITUTE for cleanup • Data validation for drop-downs and checks • Text to Columns, Flash Fill	Live	3	3	

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					• Introduction to Power Query (basic transformations) • Linking Pivot Charts to Pivot Tables • Using Slicers and Timelines				
18-August-2026	Week 4	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
22-August-2026	Week 5	Module 3	Advanced Excel	Dashboarding – Design & Integration	• Creating dynamic ranges with Excel Tables • Named ranges and OFFSET() (basic dynamic charting) • Layout, color schemes, interactivity • Dashboard design do's and don'ts • Recap of key functions and features • End-to-end project: • Clean raw data • Apply transformations • Use lookups • Summarize using Pivots • Present with dashboard	Live	3		
23-August-2026		Module 3	Advanced Excel	Business Case Study using Excel	Finance	Live	3		
25-August-2026	Week 5	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
29-August-2026	Week 6	Module 4	DBMS & Data Warehousing	DBMS, Relational Concepts, Keys, SQL Language Categories	• 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		
30-August-2026		Module 4	DBMS & Data Warehousing	SQL Basics, Constraints, MODIFY/ALTER	• 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	3	
1-September-2026	Week 6	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
5-September-2026	Week 7	Module 4	DBMS & Data Warehousing	SQL Operations	• 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		
6-September-2026		Module 4	DBMS & Data Warehousing	Joins & Aggregate Functions	• INNER JOIN, LEFT JOIN, RIGHT JOIN, FULL OUTER JOIN • Self JOIN, CROSS JOIN	Live	3	3	

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					- 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 - Draft SELECT/JOIN/GROUP BY from English; explain result sets "Generate query from business question, then we pair-debug"				
8-September-2026	Week 7	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
12-September-2026	Week 8	Module 4	DBMS & Data Warehousing	Data Warehousing	- OLTP vs OLAP - Data Warehouse architecture (Staging → ETL → DW → BI) - Fact & Dimension tables - Star vs Snowflake Schema - Slowly Changing Dimensions	Live	3	3	
15-September-2026		Module 4	DBMS & Data Warehousing	Business Case Study using SQL	Operations	Live	3		
		ET	ET	ET 1 Mid term exam		Self paced	2		
19-September-2026	Week8	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
20-September-2026	Week 9	Module 5	Statistics	Descriptive Statistics, Measures of Central Tendency, Outliers	- What is statistics: Descriptive vs Inferential - Types of data: Qualitative vs Quantitative - Scales of measurement: Nominal, Ordinal, Interval, Ratio - Population vs Sample - Sampling methods: Random, Stratified, Cluster, Systematic - Data sources: Surveys, Experiments, Observational studies - Biases in data collection - Mean (Arithmetic, Weighted), Median, Mode - When to use which measure - Impact of outliers on central tendency - Practice with real datasets (e.g., salary, sales) - Range	Live	3	3	
22-September-2026		Module 5	Statistics	Measures of Dispersion	- Variance & Standard Deviation (sample vs population) - Mean Absolute Deviation - Coefficient of Variation - Use of dispersion in comparing datasets - Percentiles and interpretation (e.g., 90th percentile) - Quartiles: Q1, Q2 (median), Q3 - Interquartile Range (IQR) - Box plot interpretation - Outlier detection using IQR	Live	3		
26-September-2026	Week 9	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
27-September-2026	Week 10	Module 5	Statistics	Probability Distribution	- Basic probability rules (addition, multiplication, conditional probability) - Random variables (discrete and continuous) - Probability distributions: Binomial, Poisson, Normal, Exponential - Central Limit Theorem (CLT)	Live	3	3	

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					• Introduction to Hypothesis Testing • Z-scores and standard normal tables				
29-September-2026		Module 5	Statistics	Correlation and Regression	• Correlation and causation • Simple linear regression • Multiple regression • Model interpretation (coefficients, R^2, adjusted R^2, p-values) • 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		
3-October-2026	Week 10	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
4-October-2026	Week 11	Module 9	Capstone	Capstone Initiation	Introduction to the project	Live	1		
20-September-2026	Week 11	Module 6	PowerBI	Installation, Data Connectors, Import & Export, Power Query Editor	• Definition of Business Intelligence and its industry applications • Types of BI tools and landscape overview • Installing Power BI Desktop • Overview of Power BI interface: ribbons, panes, canvas • Workflow overview: data, model, report views • Connecting to Excel, CSV, Web, and SQL sources • Import vs Direct Query vs Live connection • Navigating the Power Query Editor	Live	3		
22-September-2026	Week 11	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3	3	
26-September-2026	Week 12	Module 6	PowerBI	Measures vs Dimensions, Shaping Data & Relationships	• Steps applied, query folding and refresh • Understanding measures vs dimensions • Discrete vs continuous fields • Data shaping: renaming, removing, pivoting, unpivoting columns • Transforming data types, trimming, replacing, splitting • Creating relationships, understanding cardinality and cross-filter direction	Live	3		
27-September-2026	Week 12	Module 6	PowerBI	DAX Fundamentals, DAX modelling and DAX Operations	• Star vs Snowflake schema • Role of fact and dimension tables • Introduction to DAX: syntax and use cases • Calculated columns vs measures • Basic DAX functions: SUM, AVERAGE, COUNT, DISTINCTCOUNT • Working with filters in DAX: CALCULATE, FILTER, ALL • Logical and text functions in DAX • Conditional expressions using IF and SWITCH	Live	3		
29-September-2026	Week 12	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3	3	
3-October-2026	Week 13	Module 6	PowerBI	DAX Operations Visualizations & Interactions	• Row context vs filter context explained • Error handling and debugging DAX expressions • Using core visuals: bar, line, pie, scatter, table, matrix • Customizing visuals: formatting, themes, tooltips • Setting up slicers and filters • Drill-through and drill-down navigation • Cross-highlighting and interactivity between visuals	Live	3		

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4-October-2026	Week 13	Module 6	PowerBI	Advanced Measures & Time Intelligence Reports, Bookmarks, Tooltips & Navigation	- Cumulative totals and running totals - YOY, MOM comparisons - DATEADD, DATESYTD, SAMEPERIODLASTYEAR - Using CALCULATE with time intelligence - Date table creation and relationships - Creating multi-page reports - Adding bookmarks for storytelling and dynamic views - Using buttons and images for navigation	Live	3	3	
6-October-2026	Week 13	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
10-October-2026	Week 14	Module 6	PowerBI	Navigation Publishing, Sharing & Deployment	- Custom tooltips and drill-through pages - Setting up page navigation and back buttons - Publishing reports to Power BI Service - Creating and managing workspaces - Setting refresh schedules and gateway setup - 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		
11-October-2026	Week 14	Module 6	PowerBI	Business Case Study using PowerBI	Sales	Live	3		
13-October-2026	Week 14	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
17-October-2026	Week 15	Module 7	Looker Studio	Teaching you the basics of Looker Studio	- 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		
18-October-2026		Module 7	Looker Studio	Looker Studio Basics – Dashboard Building & Practice	- 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		
20-October-2026			Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3	
24-October-2026		Module 7	Looker Studio	Cloud Data Strategy & Collaborative Workflows in Google Sheets	- 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		
25-October-2026	Week 16	Module 7	Looker Studio	Doubt Clearing and Labs	- Doubt clearing - Common beginner mistakes & best practices	Live		3	
27-October-2026		Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		

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31-October-2026		Module 7	Looker Studio	Project using Looker Studio	Marketing Performance Dashboard	Live	3		
1-November-2026	Week 17	Module 9	Capstone	Capstone	Capstone Check In and feedback	Live	3		
3-November-2026	Week 17	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
7-November-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		
8-November-2026	Week 18	Module 8	Business Communication & Story Telling	Visual Story & Executive Deck Craft (Gamma Intro + Hands-On)	- Chart choice by question (trend/share/variance/distribution) - 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) - 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 - Export / Share / Backup slides Turn KPIs into headlines, write exec summary & action items "Draft 5-slide readout; cut fluff to 2 sentences per slide"	Live	3		
10-November-2026	Week 17	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
14-November-2026	Week 18	Module 8	Business Communication & Story Telling	Written Communication, Presentation & Rehearsal Lab (Gamma Build)	- Executive summary & decision-email writing - One-pager memo; SOP & meeting-notes templates - Using Gamma notes pane to draft speaker notes & captions - 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 - Record → self-review checklist - Doubts + Focus Lab 2: Build 5-slide executive deck from capstone dataset in Gamma; refine titles & annotations; export (PDF/PPT); final sign-off checklist	Live	3		
15-November-2026	Week 18	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
17-November-2026	Week 19	Module 9	Capstone	Final capstone presentation	Final capstone presentation	Live	3		
21-November-2026	Week 19	Module 9	Capstone	Final capstone presentation	Session 2	Live	3		
		ET	ET	ET 2 Final exam		Self paced	2		