

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					
8-Aug-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		
9-Aug-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	
12-Aug-2026	Week 1	Module 2	Doubt Discussion & Focus session	Module 2: Session 3: (Doubts Session + FOCUS)	Doubts Discussion Session / FOCUS	Live	3		
15-Aug-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	Self paced Videos	3		Prep insta

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					Overview of Data Cleaning Data cleaning Implementation (edited)				
16-Aug-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	
19-Aug-2026	Week 2	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
22-Aug-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		
23-Aug-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		
26-Aug-2026	Week 3	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3	3	
29-Aug-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		
30-Aug-2026		Module 3	Advanced Excel	Data Cleaning Techniques	• Identifying and removing duplicates • Detecting and handling blanks, nulls • TRIM, CLEAN, SUBSTITUTE for cleanup	Live	3	3	

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					- Data validation for drop-downs and checks - Text to Columns, Flash Fill - Introduction to Power Query (basic transformations) - Linking Pivot Charts to Pivot Tables - Using Slicers and Timelines				
2-Sep-2026	Week 4	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
5-Sep-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		
6-Sep-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 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	Self paced Videos	9		

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					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 Logical Operators Like and Wild Card				
9-Sep-2026	Week 5	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
12-Sep-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	3	
13-Sep-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	Live	3		

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					- Adding/removing columns using ALTER TABLE - Renaming tables				
16-Sep-2026	Week 6	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
19-Sep-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	3	
20-Sep-2026		Module 4	DBMS & Data Warehousing	Joins & Aggregate Functions	- 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 - Draft SELECT/JOIN/GROUP BY from English; explain result sets "Generate query from business question, then we pair-debug"	Live	3		
23-Sep-2026	Week 7	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
26-Sep-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	
27-Sep-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	Self paced Videos	5.5		

Date	Week	#	Module	Topic	Subtopic	Delivery	Taught Classes	Doubts+Focus	FROM
					Probability Sampling - Part 1 Probability Sampling - Part 2 Non Probability Sampling - Part 1 Non Probability Sampling - Part 2 Bernoulli Trials 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 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				
30-Sep-2026	Week8	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
3-Oct-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	
4-Oct-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)	Live	3		

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					- Box plot interpretation - Outlier detection using IQR				
7-Oct-2026	Week 9	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
10-Oct-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) - Introduction to Hypothesis Testing - Z-scores and standard normal tables	Live	3	3	
11-Oct-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		
14-Oct-2026	Week 10	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
17-Oct-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	Self paced Videos	3		

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					Calculate Function All, Filter Function				
18-Oct-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	3	
21-Oct-2026	Week 11	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
24-Oct-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		
25-Oct-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	3	
28-Oct-2026	Week 12	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
31-Oct-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		
1-Nov-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	
4-Nov-2026	Week 13	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
7-Nov-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	Live	3		

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					• 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"				
8-Nov-2026	Week 14	Module 6	PowerBI	Business Case Study using PowerBI	Sales	Live	3		
11-Nov-2026	Week 14	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
14-Nov-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		
15-Nov-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		
18-Nov-2026			Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3	
21-Nov-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		
22-Nov-2026	Week 16	Module 7	Looker Studio	Doubt Clearing and Labs	Doubt clearing Common beginner mistakes & best practices	Live		3	
25-Nov-2026		Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
28-Nov-2026		Module 7	Looker Studio	Project using Looker Studio	Marketing Performance Dashboard	Live	3		
29-Nov-2026	Week 17	Module 9	Capstone	Capstone	Capstone Check In and feedback	Live	3		
2-Dec-2026	Week 17	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
5-Dec-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	Live	3		

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					Case study: "The Coffee Sales Puzzle" – logical analysis challenge Group activity: Fix a poorly structured data story and reframe it				
6-Dec-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		
9-Dec-2026	Week 17	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
12-Dec-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		
16-Dec-2026	Week 18	Business Analytics	Doubt Discussion & Focus session	DC + Focus	Practice Set/assignment for supporting Mini Project	Live	3		
19-Dec-2026	Week 19	Module 9	Capstone	Final capstone presentation	Final capstone presentation	Live	3		
20-Dec-2026	Week 19	Module 9	Capstone	Final capstone presentation	Session 2	Live	3		
		ET	ET	ET 2 Final exam		Self paced	2		