

[indiatoday.in](https://indiatoday.in)

# 5 new age online data science, analytics programmes for professionals in 2024

*India Today Education Desk New Delhi, UPDATED: Jan 24, 2024 15:31 IST Written By: Divya Chopra*

8–10 minutes

---

**Several prestigious institutions are offering specialised programmes to cater to the growing demand for expertise in data science, machine learning, and business analytics. Here are 5 of them.**



## 5 new age online data science & analytics programmes for professionals in 2024

In the rapidly evolving landscape of data science and analytics, professionals are increasingly recognising the need to upskill and stay abreast of the latest advancements in the field. The demand for individuals proficient in data science, machine learning, and artificial intelligence is at an all-time high, with a projected market value of \$230.80 billion by 2026. As organisations leverage data for competitive advantage, professionals are seeking specialised training programs to equip themselves with essential skills.

Professionals who undertake data science and machine learning programmes are well-equipped to accelerate analytics and improve business intelligence in the face of volatile and dynamic market conditions.

This programme addresses the growing needs of professionals in scientific computing, software engineering, and development, as businesses increasingly recognise the importance of data analytics.

Participants will gain knowledge and skills to renovate tomorrow's enterprises using smart approaches and applications.

### **STATISTICS**

In India, where professionals in analytics earn 23 percent more than most job profiles, the in-memory analytics

market is projected to record a CAGR of 24.35 percent. They provide a way to validate your skills and knowledge in data science, enhance your career prospects, and stay updated with the latest trends in the field. Choose the certification that aligns with your interests and career goals, and embark on a rewarding journey in the world of data science.

## **ANALYTICS AND DATA SCIENCE COURSE**

An Analytics and Data Science course is a structured educational programme that provides individuals with knowledge and skills related to data analysis, statistical modelling, machine learning, and other techniques used to extract insights and drive decision-making from large and complex datasets.

These courses typically cover a range of topics, including data collection and preprocessing, data visualisation, statistical analysis, predictive modelling, and data mining. One can enrich your career prospects in the dynamic and rapidly evolving field of Analytics and Data Science by pursuing advanced data science or analytics courses offered by India's premier universities and institutes.

These Analytics and Data Science courses provide a comprehensive, industry-integrated curriculum that encompasses the latest trends and technologies.

One notable programme offered by CEP, IIT Delhi, which is designed to cater to the demand for expertise in data

science, machine learning, and artificial intelligence, is the Executive Programme in Applied Data Science with Machine Learning & Artificial Intelligence.

This programme aims to empower executives and professionals with a comprehensive understanding of data science principles, machine learning algorithms, and AI techniques. Participants not only gain theoretical knowledge but also acquire practical experience by applying these skills in real-world scenarios. The program's curriculum focusses on providing a thorough introduction to various methods in artificial intelligence, deep learning, and data analytics, backed by strong hands-on experience in both the mathematical and computational aspects of deep learning.

Case studies, featuring applications of these techniques to realistic data from various business verticals, enrich the learning experience and ensure practical relevance. The emphasis on a blend of theory and practice in pedagogy ensures that participants not only understand the fundamental concepts but also gain proficiency in using the in-demand tools and techniques driving the data science revolution.

Moreover, the programme aligns with the global trend in the big data and business analytics market, which was valued at USD 198.08 billion in 2020 and is projected to reach USD 684.12 billion by 2030.

Professionals completing this programme are poised to

capitalise on the vast opportunities in the global market, where major enterprises are actively seeking individuals capable of managing, processing, and streamlining large datasets in real-time to improve decision-making capabilities.

In the fast-paced world of data science, professionals are constantly seeking opportunities to enhance their skills and stay ahead of the curve. Several prestigious institutions are offering specialised programmes to cater to the growing demand for expertise in data science, machine learning, and business analytics.

### **1. IIM Kozhikode - Professional Certificate**

#### **Programme in Data Science for Business Decisions:**

Ideal for tech professionals, mid-level managers, and senior executives, this program by IIM Kozhikode offers a comprehensive curriculum and interactive learning approach. It aims to redefine data science prowess, empowering professionals to harness the power of AI and ML for making smart business decisions. The program accelerates business growth and fosters innovation in the disruptive digital age.

### **2. IIM Kozhikode - Professional Certificate**

#### **Programme in Advanced Analytics & Business**

**Intelligence:** Designed for practitioners in business management and allied areas, this programme focusses on strengthening analytics and business intelligence skills. The curriculum emphasises the practical implementation of techniques and tools, minimising

disruption to professional responsibilities. Participants gain hands-on training in data handling techniques, and programming using software programmes like Tableau, R, and Python, as well as statistics, machine learning, and deep learning applications.

### **3. IITM Pravartak - Executive Certification in**

**Advanced Data Science & Applications:** This interdisciplinary program aims to provide contextual know-how using case studies from various business verticals. With a focus on real-life data applications, the curriculum empowers professionals with fundamental methods and tools needed to stay at the forefront of the AI revolution.

### **4. IIM Nagpur - Post Graduate Certificate Programme in Data Science for Business Excellence and**

**Innovation:** Delving into new-age data science techniques and tools, IIM Nagpur's programme focusses on upskilling professionals for the dynamic business landscape. The pedagogy includes a blend of lectures, case-based discussions, hands-on training, and more, offering participants a comprehensive learning experience to transform organisations strategically and operationally.

### **5. PG Certification Programme in Business Analytics & Applications IIM Tiruchirappalli:**

Business needs deep data analytics to develop quality decisions based on sound principles. Business Analytics uses business intelligence, which facilitates data interpretation and

predicting future patterns – analytics is bound to upsurge the current business scenario.

In the realm of data analytics certification selection, critical factors must be considered to align the chosen programme with career objectives and establish a robust foundation in the field. Accreditation and reputation take centre stage, with certifications from accredited institutions or well-recognized websites carrying the necessary credibility and garnering respect from employers.

A comprehensive curriculum covering statistical analysis, data visualisation, programming languages, machine learning, and database management is pivotal for developing a versatile skill set applicable to various roles in data analytics. Practical skills assessments, including real-world projects, reinforce learning and demonstrate the ability to address tangible challenges.

## **ROLE OF INDUSTRY RECOGNITION**

Industry recognition plays a key role in enhancing marketability, while networking opportunities within the data analytics community can lead to valuable collaborations and job prospects. In the realm of data analytics, flexibility and accessibility are crucial considerations, and online courses often offer the convenience required by professionals juggling work and other commitments.

Lastly, selecting certifications that emphasise continuous learning is imperative to ensure that skills remain relevant in the ever-evolving landscape of data analytics and data science.

Published By:

Divya Chopra

Published On:

Jan 24, 2024