CUBE Technology Corporation

Data Analytics & SAS Training

India has experienced unmatched growth in data and subsequently analytics in the past few years. This is mainly because of the exponential rise of internet users. According to the World Bank, penetration of the internet doubled from 20% to 41% in 2018-19.

It is also expected that 900 million users will be added by 2025. This growth is supporting the data analytics industry with a great increase in the amount of data collected, which can be used to tap into several different sectors in the market.

There has already been a 26.5% year-on-year growth in the data analytics industry in 2021. The market value has reached US$ 45.4 billion. This is why data analytics courses are a great path to go down right now.

What is Data Analytics

In simple and absolute term it's the analysis and review different dimensions of data. To find a pattern and do some visualization which makes sense. This then can be finitely interpreted. Few industries below will help understand. Likewise, any other industry can be thought of and insights and patterns established particularly with specific industry data.

Consumer Industry :

- *Insights of how people behave in terms of buying a service or product.*
- *How much they rely on service vis a vis a product*
- *Customer buying preferences and frequencies*
- *How much they spend and likely to spend in coming months*
- *What is the impact on off season and on seasonal discounts*
- *Which items they prefer most*
- *Do they look for quality or cost or how long they are going to wait to get that service/product*

Travel and leisure:

- *Likewise in leisure or travel, how a customer behaves*
- *How frequently they travel*
- *What mode of transport they prefer to have – road, air, train*
- *Which destination/region they prefer to travel*
- *How many members – like to travel in a group and/or individually*
- *What impact will it have on them if discount coupons are used*
- *What type of hotels they prefer etc. etc.*

Healthcare :

- *Hospital decision making – best resource management - bed, nurse, doctor, supplies*
- *How many people are likely to be affected with Covid in the region*
- *How many are likely to come for admission*
- *What would be the recovery time*
- *Based on recovery time how quickly an hospital can free up resource*
- *Optimal usage of all these above for better planning*
- *Real time patient census and staffing capacity*
- *Likelihood of emergency patient getting admitted and bed requirements etc.*

Snapshot of Companies Using Analytics

⇒ MoneyGram International uses analytics to detect and prevent money transfer fraud before it impacts customers and has prevented more than USD 37.7 million in fraudulent transactions, reduced customer fraud complaints by 72 percent.

⇒ Primerica provides its representatives with the ability to drill down into sales data in order to increase productivity and boost revenue. Primerica has more than 142 thousand licensed sales representatives.

⇒ T Mobile USA uses analytics to detect the influencers in the network and design lucrative customized offers to the influencers. In this way, they reduced the churn rate by 25%.

⇒ Dillard's uses analytics to improve its customer relationship management and merchandise management to deliver the right product at the right store.

 ⇒ Seton Healthcare Family uses analytics to detect patients who are at considerable risk.

Why Data Analytics ?

Data Analytics helps government organizations and companies in collecting data and identifying patterns in that data. These extensive insights into the data help organizations in decision-making that is based on the data, therefore automating the process. . It helps companies utilize resources efficiently and in cost effective ways, better plan for product and

service for future, stay ahead with peers and competitors, analyse mistakes and leakages and catch frauds etc.

__Data Analytics Courses__ are transforming businesses and reducing the time and cost invested in making quick decisions.

Benefits of Data Analytics

- Data Aggregation and Analysis
- Discovering Untapped Markets and Their Potential
- Efficient Distribution of Resources
- Increase in Efficiency and quality output

Present Scenario Skilled Manpower in Analytics

Right now, data analytics job is one of the most in-demand job positions, and you will discover that skilled professionals in data analytics can find themselves a position in any industry. Unfortunately, there is a huge GAP between demand and knowledgeable and skilled resources.

UNDER THIS BACKDROP SCUBE TECHNOLOGY CORPORATION IS OFFERING SKILL TRAINING IN SAS & ANALYTICS

Salient feature of the training:

- In-built Analytics and Statistics Training (within SAS Modules)
- On-line and Off-line mode
- Off-line mode would be conducted for doubt clearing, live examples, case studies
- Thought by industry experts
- Periodic quiz and exam in the end
- Deserving candidates would be absorbed in the organization as Trainee data analyst
- Interview Ready with Questions
- Industry Case Studies

Language Mode: - Hindi/Bengali/English

This course would be in 100% online mode.

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Designed Training Module:

Days Required	Total Hours	Content Delivery
1	1.5	1) Understanding of Analytics
		2) Variable Types
1	1.5	1) Permanent Library creation
		2) Proc content statement
		3) Observation restriction
1	1.5	1) RESTRICTION ON VARIABLES
		2) CONDITIONAL STATEMENT
		3) LOGICAL OPERATION
1	1.5	1) PROC SORT
		2) NODUPKEY
1	1.5	1) IF CONDITIONAL STATEMENT
		2) PROC IMPORT
		3) PROC EXPORT
1	1.5	1) PROC FREQ
		2) PROC UNIVARIATE
		3) PROC PRINT
1	1.5	1) PROC MEAN
		2) SAS DATE FUNCTION
1	1.5	1) DATE TIME CONSTANTS
		2) DATE FUNCTION
		3) TEXT FUNCTION
		4) NUMERIC FUNCTION
1	1.5	1) APPEND
		2) MERGE
1	1.5	1) Macro
5	7.5	1) Sql / Proc Sql
1	1.5	1) Industry Case Study & Interview Questions
3	4.5	1) Statistics concept

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		2) Sampling
		3) Hypothesis Testing
		4) Regression
		5) Logistic Regression
2	3	Interview Preparation For SQL
3	4.5	Interview Preparation For SAS/Analytics

Eligibility:

- Fresh B.Tech, BBA, MBA
- Fresh honours graduates in commerce, science, economics with statistics elective and/or main paper
- Experienced IT and Software professionals

Training (hours) :

Core Training	*Hours*
Sas and SQL Course Work	*36*
Interview related questions preparation	*3*
Industry case study	*2*

Total Class Delivery Hours : **41 hours (***Two days per week On-line)*