

REQUISITION LETTER

From,
Head of the Department,
Department of management studies
JKK Munirajah College of Technology,
T.N.Palayam.

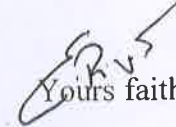
To,
The Principal,
JKK Munirajah College of Technology
T.N.Palayam.

Respected Sir,

Sub: Seeking permission for conducting a Certificate Program- Reg


We have planned to conduct a certificate program for I, II year MBA students on DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS from 16:10:2023 to 21:10:2023 by the program coordinator Mr.R.PRASANTH, MBA So, I request you to kindly provide permission to conduct the certificate program.

Thanking you


Yours faithfully

Place: T.N.Palayam

Date: 02:10:2023


Principal
J.K.K.Munirajah College of Technology
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T.N.Palayam, Gobi (Tk),
Erode (Dt) - 638 506



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JKKMCT/CIRCULAR/OCT -2023


04/10/2023

CIRCULAR

The department of management studies is planning to conduct a certificate program on **DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS** (36 hours) for the welfare of students from 16:10:2023 Monday to 21:10:2023 Saturday students those who are willing to join the program can enroll their names to respective class in-charges on or before 11:10:2023


PRINCIPAL

Copy To,
All the HODs and Staff Members,
All the MBA Students,
Notice Board,
File.


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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM SYLLABUS

Name of the Certificate Program : DATA SCIENCE IN BUSINESS STATISTICS &
ANALYTICS
Program Code : 23MBADSBACP01
Name of the Program Coordinator : Mr.R.PRASANTH, MBA

Academic Year: 2023-2024

Program Contents

Total Hours: 36

Chapter 1: FUNDAMENTALS OF BUSINESS STATISTICS

1. Learn basic statistical concepts such as mean, median, mode, standard deviation, probability distributions, and correlation.
2. Study hypothesis testing and confidence intervals for decision-making.

Chapter 2: DATA COLLECTION AND SAMPLING

1. Understand techniques for data collection (surveys, experiments, and transactional data).
2. Learn about sampling methods, sample size determination, and how to avoid biases in data collection.
3. Master preprocessing techniques: handling missing data, outliers, and data transformations.

Chapter 3: DATA VISUALIZATION AND COMMUNICATION.

1. Learn to use visualization tools such as Tableau, Power BI, or Python libraries like Matplotlib and Seaborn.
2. Focus on creating impactful dashboards and visual stories that drive decision-making.
3. Study regression analysis, time-series forecasting, and predictive modeling to anticipate trends and patterns.

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Chapter 4: DECISION ANALYTICS

1. Learn how optimization and simulation techniques are used for resource allocation and process improvement.
2. Study real-world applications such as supply chain optimization and portfolio management
3. Understand the role of big data in business and how platforms like Hadoop, Spark, and cloud services (AWS, Azure, GCP) facilitate analytics.

Chapter 5: BUSINESS USE CASES AND APPLICATIONS

1. Explore case studies where data science transformed industries like marketing (personalization), finance (fraud detection), HR (talent analytics), and operations (demand forecasting).
2. Understand ROI measurement for data science initiatives.

Prepared by:

Name Mr.R.PRASANTH, MBA

Designation: AP/MBA


Principa
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PROGRAM CO-ORDINATOR


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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM SCHEDULE

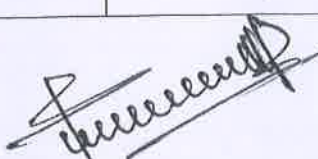
Name of the Certificate Program: DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS
Program Code : 23MBADSBCP01

Name of the Program Coordinator: Mr.R.PRASANTH, MBA

Program period: 16:10:2023 TO 21:10:2023


Academic Year: 2023-2024

| Date/ Time | 9:30AMto 11:30AM (2 Hours) | | 11.45 AM to 12.45PM (1 Hour) | | 1:30 PM to 4.30 PM (3 Hours) |
|------------|---|-------|--|-------|--------------------------------------|
| 16:10:2023 | Descriptive and Inferential Statistics | BREAK | Data Collection and Cleaning | LUNCH | Data Visualization and Communication |
| 17:10:2023 | Predictive Modeling and Machine Learning | | Applications in Business Decision-Making | | Fundamentals of Business Statistics |
| 18:10:2023 | Data Collection and Sampling | | Data Cleaning & Preparation | | Data Visualization and Communication |
| 19:10:2023 | Predictive Analytics and Forecasting | | Big Data and Cloud Computing | | Customer Segmentation |
| 20:10:2023 | Ethical and Legal Aspects of Data Science | | Sales Forecasting | | Business Use Cases and Applications |
| 21:10:2023 | Marketing Campaign Effectiveness | | Customer Lifetime Value (CLV) Analysis | | Product Development and Innovation |


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RESOURCE PERSON PROFILE

| | |
|---|---|
| Title of the Programme | DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS |
| Duration and Timing of the Programme | 36 Hours and 9.30 AM to 4.30 PM |
| Name of the Resource Person | R.PRASANTH |
| Photo Image of the Resource Person |  |
| E-mail | prasanthofficial16@gmail.com |
| Mobile No: | 7094054451 |
| Designation | AP/ MBA |
| Official Address | JKK Munirajah College of Technology, T.N.Palayam, Gobi (TK), Erode (Dt) -638506 |
| Educational Qualification | MBA (Master of Business Administration) |
| Experience | 6 years of Experience as Assistant Professor |
| Field of Interest | HR ,FINANCE , |


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**WILLING STUDENTS NAMELIST
CERTIFICATE PROGRAM ON
DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS**

| SNO | REG NO | NAME | WILLINGSNESS | | |
|-----|--------------|-------------------|--------------|----|----------------------|
| | | | YES | NO | SIGNATURE |
| 1 | 731222631001 | ARTHI.M | ✓ | | <i>Arthi</i> |
| 2 | 731222631002 | ASHWINI.S | ✓ | | <i>Ashwin</i> |
| 3 | 731222631003 | BHARATHI .A | ✓ | | <i>Bharathi</i> |
| 4 | 731222631004 | BHUVANESWARI .R | ✓ | | <i>Bhuvaneshwari</i> |
| 5 | 731222631005 | DHARANI .R | ✓ | | <i>Dharani</i> |
| 6 | 731222631006 | DIVYA.S | ✓ | | <i>Divya</i> |
| 7 | 731222631007 | HARIDHARANIN | ✓ | | <i>Haridharan</i> |
| 8 | 731222631009 | KALAPSAMUVEL .M | ✓ | | <i>Kalapsamuel</i> |
| 9 | 731222631010 | MANIMARAN .M | ✓ | | <i>Manimaran</i> |
| 10 | 731222631011 | MAYA. K | ✓ | | <i>Maya</i> |
| 11 | 731222631012 | NANDHA KISHORE .S | ✓ | | <i>Nandha</i> |
| 12 | 731222631016 | PRADEEP .B | ✓ | | <i>Pradeep</i> |
| 13 | 731222631020 | RAJKUMAR.V | ✓ | | <i>Rajkumar</i> |
| 14 | 731222631022 | SANTHIYA. P | ✓ | | <i>Santhiya</i> |
| 15 | 731222631023 | SANTHOSH. S | ✓ | | <i>Santhosh</i> |
| 16 | 731222631024 | SATHIYAABIRAMI.N | ✓ | | <i>Sathiyabirami</i> |
| 17 | 731222631025 | SATHIYA PRIYA. G | ✓ | | <i>Sathiyapriya</i> |
| 18 | 731222631026 | SOWNDARYA.S | ✓ | | <i>Sowndarya</i> |
| 19 | 731222631027 | SRIRAM.M | ✓ | | <i>Sriram</i> |
| 20 | 731222631028 | STENIN MESHAK.S.I | ✓ | | <i>Stenin</i> |

K. S. S.
Principal

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| SNO | REG NO | NAME | WILLINGSNESS | | |
|-----|--------------|----------------|--------------|----|-------------|
| | | | YES | NO | SIGNATURE |
| 21 | 731222631029 | THILAGAVATHI.P | | ✓ | Thilaga |
| 22 | 731222631030 | THIYAGU.M | | ✓ | Thiyagu |
| 23 | 731223631001 | AADHITHYA T | | ✓ | Aadhithya |
| 24 | 731223631002 | ABINAYA S | ✓ | | Abinaya |
| 25 | 731223631003 | AJAY G | ✓ | | Ajay |
| 26 | 731223631004 | AKASH.R | | ✓ | Akash |
| 27 | 731223631005 | AKHILA | ✓ | | Akhila |
| 28 | 731223631006 | ARUNAGIRI | | ✓ | Arunagiri |
| 29 | 731223631008 | DEEPA K | | ✓ | Deepa |
| 30 | 731223631009 | DESIKA S | ✓ | | Desika |
| 31 | 731223631010 | DHARSHINI P | ✓ | | Dharshini |
| 32 | 731223631011 | DINESH A | ✓ | | Dinesh |
| 33 | 731223631012 | ELAKIYA | ✓ | | Elakiya |
| 34 | 731223631013 | GANDHI H | ✓ | | Gandhi |
| 35 | 731223631015 | GOPIKA G | ✓ | | Goika |
| 36 | 731223631017 | HALISHA B | ✓ | | Halisha |
| 37 | 731223631018 | HARIPRIYA S | ✓ | | Haripriya |
| 38 | 731223631020 | JOSHUA E | ✓ | | Joshua |
| 39 | 731223631021 | KALAISELVAN M | ✓ | | Kalaiselvan |
| 40 | 731223631022 | KARANRAJ R | ✓ | | Karanraj |
| 41 | 731223631023 | KAVINKUMAR K | ✓ | | Kavinkumar |
| 42 | 731223631026 | KISHORE S | ✓ | | Kishore |
| 43 | 731223631028 | MANOJKUMAR S | ✓ | | Manojkumar |
| 44 | 731223631029 | MEGALA S | ✓ | | Megala |

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| | | | | | |
|----|--------------|------------------|---|---|------------------|
| 45 | 731223631030 | MEGAVANNAN R | ✓ | | Megavannan.R |
| 46 | 731223631031 | MOHAMMED SANOOB | ✓ | | Mohammed Sanoob |
| 47 | 731223631032 | MOHANRAJ K | ✓ | | Mohanraj K |
| 48 | 731223631033 | MYTHILI K | ✓ | | Mythili K |
| 49 | 731223631034 | NAGAKARNAN M | ✓ | | Nagakarnan M |
| 50 | 731223631035 | NAGARAJ S | ✓ | | Nagaraj S |
| 51 | 731223631036 | NOUSHIBA | ✓ | | Noushiba |
| 52 | 731223631037 | PARAMESH M | ✓ | | Paramesh M |
| 53 | 731223631039 | RAGUL A | ✓ | | Ragul A |
| 54 | 731223631040 | RAHUL M | ✓ | | Rahul M |
| 55 | 731223631041 | RAJ R | ✓ | | Raj R |
| 56 | 731223631042 | RAJALAKSHMI M | ✓ | | Rajalakshmi M |
| 57 | 731223631043 | ROJASRI K | ✓ | | Rojasri K |
| 58 | 731223631045 | SARANYA G | ✓ | | Saranya G |
| 59 | 731223631046 | SARATHI | | ✓ | Sarathi |
| 60 | 731223631047 | SIVA R | ✓ | | Siva R |
| 61 | 731223631048 | SIVARAM P | ✓ | | Sivaram P |
| 62 | 731223631052 | STEENA JENIFER J | ✓ | | Steena Jenifer J |
| 63 | 731223631053 | SUGUMAR N | ✓ | | Sugumar N |
| 64 | 731223631055 | THAMIL SELVAN M | ✓ | | Thamil Selvan M |
| 65 | 731223631056 | VEENA R | ✓ | | Veena R |
| 66 | 731223631059 | YOVANS S | ✓ | | Yovans S |

PROGRAM CO-ORDINATOR

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DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2023-2024

CERTIFICATE PROGRAM ON DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS

ATTENDANCE OF PARTICIPANTS

| S.NO | NAME OF THE STUDENTS | 16/10/2023 | | 17/10/2023 | | 18/10/2023 | | 19/10/2023 | | 20/10/2023 | | 21/10/2023 | |
|------------------------|----------------------|------------|----|------------|----|------------|----|------------|----|------------|----|------------|----|
| | | FN | AN | FN | AN | FN | AN | FN | AN | FN | AN | FN | AN |
| I & II YEAR | | | | | | | | | | | | | |
| 1 | ARTHLM | / | / | / | / | / | / | / | / | / | / | / | / |
| 2 | ASHWINLS | / | / | / | / | / | / | / | / | / | / | / | / |
| 3 | BHARATHI .A | / | / | / | / | / | / | / | / | / | / | / | / |
| 4 | BHUVANESWARI. R | / | / | / | / | / | / | / | / | / | / | / | / |
| 5 | DHARANI .R | / | / | / | / | / | / | / | / | / | / | / | / |
| 6 | DIVYA.S | / | / | / | / | / | / | / | / | / | / | / | / |
| 7 | HARIDHARANLN | / | / | / | / | / | / | / | / | / | / | / | / |
| 8 | KALAPSAMUVEL. M | / | / | / | / | / | / | / | / | / | / | / | / |
| 9 | MANIMARAN .M | / | / | / | / | / | / | / | / | / | / | / | / |
| 10 | MAYA. K | / | / | / | / | / | / | / | / | / | / | / | / |
| 11 | NANDHA KISHORE .S | / | / | / | / | / | / | / | / | / | / | / | / |
| 12 | PRADEEP .B | / | / | / | / | / | / | / | / | / | / | / | / |
| 13 | RAJKUMAR.V | / | / | / | / | / | / | / | / | / | / | / | / |
| 14 | SANTHIYA. P | / | / | / | / | / | / | / | / | / | / | / | / |
| 15 | SANTHOSH. S | / | / | / | / | / | / | / | / | / | / | / | / |
| 16 | SATHIYAABIRAMI.N | / | / | / | / | / | / | / | / | / | / | / | / |
| 17 | SATHIYA PRIYA. G | / | / | / | / | / | / | / | / | / | / | / | / |
| 18 | SOWNDARYA.S | / | / | / | / | / | / | / | / | / | / | / | / |
| 19 | SRIRAM.M | / | / | / | / | / | / | / | / | / | / | / | / |
| 20 | STENIN MESHAK.S.I | / | / | / | / | / | / | / | / | / | / | / | / |

(Signature)

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| | | | | | | | | | | | | | |
|----|-----------------|---|---|---|---|---|---|---|---|---|---|---|---|
| 21 | ABINAYA S | / | / | / | / | / | / | / | / | / | / | / | / |
| 22 | AJAY G | / | / | / | / | / | / | / | / | / | / | / | / |
| 23 | AKHILA | / | / | / | / | / | / | / | / | / | / | / | / |
| 24 | DESIKA S | / | / | / | / | / | / | / | / | / | / | / | / |
| 25 | DHARSHINI P | / | / | / | / | / | / | / | / | / | / | / | / |
| 26 | DINESH A | / | / | / | / | / | / | / | / | / | / | / | / |
| 27 | ELAKIYA | / | / | / | / | / | / | / | / | / | / | / | / |
| 28 | GANDHI H | / | / | / | / | / | / | / | / | / | / | / | / |
| 29 | GOPIKA G | / | / | / | / | / | / | / | / | / | / | / | / |
| 30 | HALISHA B | / | / | / | / | / | / | / | / | / | / | / | / |
| 31 | HARIPRIYA S | / | / | / | / | / | / | / | / | / | / | / | / |
| 32 | JOSHUA E | / | / | / | / | / | / | / | / | / | / | / | / |
| 33 | KALAISELVAN M | / | / | / | / | / | / | / | / | / | / | / | / |
| 34 | KARANRAJ R | / | / | / | / | / | / | / | / | / | / | / | / |
| 35 | KAVINKUMAR K | / | / | / | / | / | / | / | / | / | / | / | / |
| 36 | KISHORE S | / | / | / | / | / | / | / | / | / | / | / | / |
| 37 | MANOJKUMAR S | / | / | / | / | / | / | / | / | / | / | / | / |
| 38 | MEGALA S | / | / | / | / | / | / | / | / | / | / | / | / |
| 39 | MEGAVANNAN R | / | / | / | / | / | / | / | / | / | / | / | / |
| 40 | MOHAMMED SANOOB | / | / | / | / | / | / | / | / | / | / | / | / |
| 41 | MOHANRAJ K | / | / | / | / | / | / | / | / | / | / | / | / |
| 42 | MYTHILI K | / | / | / | / | / | / | / | / | / | / | / | / |
| 43 | NAGAKARNAN M | / | / | / | / | / | / | / | / | / | / | / | / |
| 44 | NAGARAJ S | / | / | / | / | / | / | / | / | / | / | / | / |
| 45 | NOUSHIBA | / | / | / | / | / | / | / | / | / | / | / | / |
| 46 | PARAMESH M | / | / | / | / | / | / | / | / | / | / | / | / |
| 47 | RAGUL A | / | / | / | / | / | / | / | / | / | / | / | / |
| 48 | RAHUL M | / | / | / | / | / | / | / | / | / | / | / | / |
| 49 | RAJ R | / | / | / | / | / | / | / | / | / | / | / | / |


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| | | | | | | | | | | | | | |
|--------------------------------------|------------------|----|----|----|----|----|----|----|----|----|----|----|----|
| 50 | RAJALAKSHMI M | 1 | 1 | a | a | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 51 | ROJASRI K | 1 | 1 | 1 | 1 | a | a | 1 | 1 | 1 | 1 | 1 | 1 |
| 52 | SARANYA G | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 53 | SIVA R | a | a | a | a | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 54 | SIVARAM P | 1 | 1 | a | a | a | a | 1 | 1 | 1 | 1 | a | a |
| 55 | STEENA JENIFER J | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | a | a |
| 56 | SUGUMAR N | a | a | a | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 57 | THAMIL SELVAN M | a | a | 1 | 1 | 1 | 1 | a | a | a | a | 1 | 1 |
| 58 | VEENA R | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| 59 | YOVANS S | 1 | 1 | a | a | 1 | 1 | 1 | 1 | a | a | 1 | 1 |
| TOTAL NUMBER OF STUDENTS PRESENT | | 56 | 56 | 57 | 55 | 57 | 57 | 58 | 58 | 57 | 57 | 57 | 57 |
| TOTAL NUMBER OF STUDENTS ABSENT | | 3 | 3 | 5 | 4 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 2 |
| SIGNATURE OF THE PROGRAM COORDINATOR | | | | | | | | | | | | | |
| SIGNATURE OF THE HOD | | | | | | | | | | | | | |

PROGRAM CO-ORDINATOR

HOD

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**DEPARTMENT OF MANAGEMENT STUDIES
Academic Year: 2023-2024
DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS
ASSESSMENT**

ANSWER ALL QUESTIONS (30*1=30 MARKS)

1. What is data science primarily concerned with?
 - A) Analyzing and interpreting data
 - B) Collecting data only
 - C) Storing data in data base mentioned above
2. Which of the following is one of the key data science skills?
 - A) Data Visualization
 - B) Machine Learning
 - C) Statistics
 - D) All of the mentioned
3. Which of the following is NOT a type of machine learning?
 - A) Computational learning
 - B) Reinforcement learning
 - C) Unsupervised learning
 - D) Supervised learning
4. Which of the following characteristic of big data is relatively more concerned to data science?
 - A) Volume
 - B) Velocity
 - C) Variety
 - D) None of the mentioned
5. Which of the following is a good way of performing experiments in data science?
 - A) Generalize to the problem
 - B) Have Replication
 - C) Measure variability
 - D) All of the mentioned
6. What does the term "feature engineering" refer to in data science?
 - A) The process of transforming raw data into meaningful features
 - B) The process of gathering more data
 - C) The process of applying machine learning algorithms
 - D) The process of splitting data into training and testing sets


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T.N. Palayam, Gobi (Tk),
Erode (Dt) - 638 506**



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7. Which of the following is the most important language for Data Science?

- A) R
- B) Java
- C) Ruby
- D) None of the mentioned

8. What is the role of processing code in the research pipeline?

- A) Transforms the analytical results into figures and tables
- B) Transforms the measured data into analytic data
- C) Transforms the analytic data into measured data
- D) All of the mentioned

9 Which of the following is a common method for data preprocessing?

- A) Data normalization
- B) Data storage
- C) Data aggregation
- D) Data visualization

10. Which of the following is the top most important thing in data science?

- A) Data
- B) Question
- C) Data aggregation
- D) None of the mentioned

11. In supervised learning, which of the following is required?

- A) Labeled data
- B) Only numerical data
- C) Unlabeled data
- D) Only categorical data

12. What is the purpose of using the 'train-test split' method?

- A) To evaluate the performance of a machine learning model
- B) To clean the data
- C) To visualize the data
- D) To reduce the dimensionality of the data

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- 13 What technique is commonly used in data science for making predictions?
- A) Data cleaning
 - B) Data Storage
 - C) Machine Learning
 - D) Data Encoding
14. Which of the following tools is widely used for data visualization in data science?
- A) Tableau
 - B) Excel
 - C) SQL
 - D) All of the mentioned
15. What type of data is considered unstructured?
- A) Data in relational databases
 - B) Data in spreadsheets
 - C) Data in CSV files
 - D) Text documents and images
16. Which of the following statements about big data is true?
- A) Big data refers to extremely large datasets that may be analyzed computationally.
 - B) Big data is always structured data.
 - C) Big data can only be processed in real-time.
 - D) Big data is irrelevant in data science.
17. Which of the following is performed by Data Scientist?
- A) Challenge results
 - B) Create reproducible code
 - C) Define the question
 - D) All of the mentioned
18. Which of the following is characteristic of Processed Data?
- A) Data is not ready for analysis
 - B) All steps should be noted
 - C) Hard to use for data analysis
 - D) None of the mentioned
19. Which of the following approach should be used to ask Data Analysis question?
- A) Find out the answer from the dataset without asking a question
 - B) Find out the question which is to be answered
 - C) Find only one solution for a particular problem
 - D) None of the mentioned


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20. Which of the following is not a step in data analysis?
- A) Obtain the data
 - B) Clean the data
 - C) EDA
 - D) None of the mentioned
21. Which of the following technique comes under practical machine learning?
- A) Bagging
 - B) Boosting
 - C) Forecasting
 - D) None of the mentioned
22. Which of the following uses data on some object to predict values for another object?
- A) Predictive
 - B) Exploratory
 - C) Inferential
 - D) None of the mentioned
23. Which of the following step is performed by data scientist after acquiring the data?
- A) Data Integration
 - B) Data Replication
 - C) Data Cleansing
 - D) All of the mentioned
24. Which of the following is commonly referred to as 'data fishing'?
- A) Data dredging
 - B) Data bagging
 - C) Data merging
 - D) Data booting
- 25 Which of the following is characteristic of Raw Data?
- A) Data is ready for analysis
 - B) Original version of data
 - C) Easy to use for data analysis
 - D) None of the mentioned
26. Which of the following input can be accepted by DataFrame?
- A) Data Frame
 - B) Series
 - C) Structured ndarray
 - D) All of the mentioned

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27. Which type of data is generated by POS terminal in a busy supermarket each day?

- A) Processed
- B) Source
- C) Synchronized
- D) All of the mentioned

28. Which of the following is a trait of tidy data?

- A) Each observation in different row
- B) Each variable in one column
- C) One table for each kind of variable
- D) None of the mentioned

29. Which of the following data mining technique is used to uncover patterns in data?

- A) Data bagging
- B) Data Dredging
- C) Data merging
- D) Data booting

30. Which of the following function is used for loading flat files?

- A) Read. Sheet
- B) Read. Table
- C) Read. Data
- D) none of the mentioned

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DEPARTMENT OF MANAGEMENT STUDIES

ACADEMIC YEAR 2023-2024

**CERTIFICATE PROGRAM ON
DATA SCIENCE IN BUSINESS STATISTICS & ANALYTICS
STUDENTS MARKLIST**

DATE: 16/10/2023 TO 21/10/2023

| SNO | REG NO | NAME | MARKS |
|-----|--------------|-------------------|-------|
| 1 | 731222631001 | ARTHI.M | 70 |
| 2 | 731222631002 | ASHWINI.S | 78 |
| 3 | 731222631003 | BHARATHI .A | 98 |
| 4 | 731222631004 | BHUVANESWARI. R | 84 |
| 5 | 731222631005 | DHARANI .R | 81 |
| 6 | 731222631006 | DIVYA.S | 74 |
| 7 | 731222631007 | HARIDHARAN.I.N | 70 |
| 8 | 731222631009 | KALAPSAMUVEL. M | 69 |
| 9 | 731222631010 | MANIMARAN .M | 75 |
| 10 | 731222631011 | MAYA. K | 74 |
| 11 | 731222631012 | NANDHA KISHORE .S | 93 |
| 12 | 731222631016 | PRADEEP .B | 82 |
| 13 | 731222631020 | RAJKUMAR.V | 88 |
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| 15 | 731222631023 | SANTHOSH. S | 70 |
| 16 | 731222631024 | SATHIYAABIRAMI.N | 68 |
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| 18 | 731222631026 | SOWNDARYA.S | 78 |
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| 22 | 731223631003 | AJAY G | 78 |
| 23 | 731223631005 | AKHILA | 92 |
| 24 | 731223631009 | DESIKA S | 83 |
| 25 | 731223631010 | DHARSHINI P | 80 |
| 26 | 731223631011 | DINESH A | 74 |
| 27 | 731223631012 | ELAKIYA | 70 |
| 28 | 731223631013 | GANDHI H | 77 |
| 29 | 731223631015 | GOPIKA G | 25 |
| 30 | 731223631017 | HALISHA B | 77 |
| 31 | 731223631018 | HARIPRIYA S | 75 |
| 32 | 731223631020 | JOSHUA E | 78 |
| 33 | 731223631021 | KALAISELVAN M | 92 |
| 34 | 731223631022 | KARANRAJ R | 85 |
| 35 | 731223631023 | KAVINKUMAR K | 80 |
| 36 | 731223631026 | KISHORE S | 74 |
| 37 | 731223631028 | MANOJKUMAR S | 70 |
| 38 | 731223631029 | MEGALA S | 58 |
| 39 | 731223631030 | MEGAVANNAN R | 75 |
| 40 | 731223631031 | MOHAMMED SANOOB | 78 |
| 41 | 731223631032 | MOHANRAJ K | 92 |
| 42 | 731223631033 | MYTHILI K | 85 |
| 43 | 731223631034 | NAGAKARNAN M | 88 |
| 44 | 731223631035 | NAGARAJ S | 75 |

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DEPARTMENT OF MANAGEMENT STUDIES

PROGRAM SYLLABUS

Name of the Certificate Program : DATA SCIENCE IN BUSINESS STATISTICS &
ANALYTICS
Program Code : 23MBADSBACP01
Name of the Program Coordinator : Mr.R.PRASANTH, MBA

Academic Year: 2023-2024

Program Contents

Total Hours: 36

Chapter 1: FUNDAMENTALS OF BUSINESS STATISTICS

1. Learn basic statistical concepts such as mean, median, mode, standard deviation, probability distributions, and correlation.
2. Study hypothesis testing and confidence intervals for decision-making.

Chapter 2: DATA COLLECTION AND SAMPLING

1. Understand techniques for data collection (surveys, experiments, and transactional data).
2. Learn about sampling methods, sample size determination, and how to avoid biases in data collection.
3. Master preprocessing techniques: handling missing data, outliers, and data transformations.

Chapter 3: DATA VISUALIZATION AND COMMUNICATION.

1. Learn to use visualization tools such as Tableau, Power BI, or Python libraries like Matplotlib and Seaborn.
2. Focus on creating impactful dashboards and visual stories that drive decision-making.
3. Study regression analysis, time-series forecasting, and predictive modeling to anticipate trends and patterns.

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