

## At the cutting-edge of big-data & ANALYTIC EDUCATION SPACE

One of the early entrants in the analytics education space Data Brio Academy kick-started the analytics and big data courses in 2012. In the last few years there has been a huge demand of Big Data Engineers and Analytics professionals. The Big Data program is designed to prepare technology professionals for careers in Big Data. In the program, they are given a lot more exposure on the technical side while learning big data technology stack like Hadoop, Spark, Pig, Hive, NoSQL, MapReduce, HBase, Sqoop, Oozie, Flume etc. Our Business Analytics program is focused on equipping candidates on the business side of analytics. The focus there is more on solving analytics problems through advanced statistical techniques along with predictive modeling, optimization and machine learning techniques. The program covers tools like R, Python, IBM SPSS, SAS, Tableau, Power BI, Watson Analytics etc. The Big Data Program on the other side is for technology professionals who want to build their career on the technology and big data track. Both the programs of Data Brio Academy (DBA) has grown to become popular in the industry over the course of time and, in a rare honor, DBA has been selected by Technology Development Cell, Ministry of MSME for imparting training on analytics and big data across the country. DBA is also exclusively tied up with All India Management Association (AIMA) for on-

line as well as face to face programs for the aspiring students and the corporates. Confederation of Indian Industry (CII) conducted couple of workshops on Big Data Analytics with DBA. In 2017, Weibel – a government of West Bengal enterprise invited DBA to roll out Big Data Analytics courses under joint collaboration in the state.

DBA took a lead in adding Big Data Hadoop courses in Eastern India in early 2013, and have enjoyed the early mover advantage in this field.

The feather in cap for DBA has been the fact that it is the first institute in the country to be endorsed by NASSCOM on data science curriculum pack and have faculties who are certified by NASSCOM on Big Data Analytics. The awareness of and demand for analytics programs have increased manifold. So has the number of programs on offer – with renowned education brands also joining the fray. DBA has carved a definite niche for itself in this competitive space and remains a compelling choice for aspirants. CEO Soma Banerjee lists following for DBA's success:

A comprehensive, contemporary curriculum that addresses the three pillars of techniques (statistics and computing algorithm), technology (tools) and hands on caselets and projects.

A very niche profile of faculties directly from analytics industry with hands on experience from companies like Accenture, GE, Infosys, IBM, NIIT, Siemens, AC Nilsen, Fidelity etc. The academic laurels of the faculty hail

from BITS-Pilani, ISI, Michigan State University, Perdue University etc.

Effective teaching methodology (with a mix of lectures, case discussions, projects) A well-established corporate internship & placement program that helps aspirants We spoke to her and she calls out the following –

“Our courses are built on great content from industry experience and latest trend from projects. Our research shows that a lot of participants choose DBA because of the coverage of its curriculum and the clear preference for faculties who are from analytics industry experience and not coming from generic background of IT or training.

We also believe that placements are not a stand-alone activity. It is a natural fallout of following the right process – so the participants are given multiple assignments with caselets from the industry with data; only once they are able to solve them independently they get the confidence of the methods they been taught as they are able to apply the same; they go through an intensive session on interview skills; and last but not the least they go through projects coming from relevant vertical and domain. The project type depends on the background of the students as also the current domain he/she is working on if not a fresher. For example, someone coming from a banking sector for an analytics course is given a project on credit risk



**SOMA BANERJEE, CEO, DATA BRIO ACADEMY**

analysis or predicting fraudulent transaction in insurance sector. This helps the participants in getting opportunity for an interview option and his/her past background also gives them an advantage in terms of the business knowledge in applying the data science techniques. We are proud that our alumni are now working for corporates like TCS, Bridge2i, Nielsen, TESCO, NEC, PwC, Accenture, LatentView, TataCliq, ANZ, HCL, HSBC, IBM, Ericsson, IBM and others.

Partly because of our training, and partly because of the high demand for analytics professionals, our alumni have grown considerably in their careers in the last 4 years or so. And fi-

nally, if we grow our numbers year on year and batch on batch, something must be going right! A large majority of our new participants get mentored by our alumni before joining corporates including being called for interviews through employee referral programs – and the alumni have been consistent in endorsing the program strongly to whoever reaches out to them.”

DBA has been actively engaged in corporate Big Data Analytics training programs and it is worth mentioning that it plays a key role in the BFSI domain as well. DBA delivered specialized training programs for some of the niche players in the BFSI segment like

Green Delta Insurance Company (GDIC), British Council Management Services (BCMS) and First American.

GDIC is the biggest non-banking financial leasing company of Bangladesh and DBA delivered a hands-on program for their financial team on SASVA. It helped the team to have intelligent BI dashboards for their clients and do product performance analysis. The training also focused in developing credit risk analysis and predict loan defaulters across verticals for their business.

British Council Management Services engaged DBA to train their executives to get more insights in managing their financial processing for their entities across 38 countries for Accounts Payable (AP) and Accounts Receivable (AR)

First American is the one of the largest title insurance company in north America. DBA got engaged with them to impart skills on Big Data Analytics to help them solve couple of business problems. The training focused on intensive statistical methods for analysis including that of sentiment analysis using advanced semantic algorithms to get more insights from property ownership and release documents as well predicting fraudulent insurance transactions through advance machine learning programs. The company has been successful in implementing these algorithms on data kept on Hive platform for couple of counties so far and plans to extend the same to other

counties in phased manner.

DBA has been awarded Education Excellence Award by Skill India and Indus Foundation in 2017, selected as the Institute of the Year by Higher Education Review magazine and as the Best Data Science Institute by Silicon India magazine in 2015.

DBA plans to consolidate and continue to be at the leading edge in terms of curriculum, case analysis and industry engagements. There will be ongoing effort to continuously enhance the real-world project component so that students get more exposure to end to end project life cycle on specific verticals. We are viewing growth in a couple of ways – offer our academic expertise to emerging institutes that wish to run programs in analytics and data science; we are already engaged with leading institutes in Andhra Pradesh, NCR region and West Bengal as of now. Also to create a unique industry approved ‘Standard Assessment Model’ for data science in tune with the likes of GMAT/GRE. Moving forward, as this domain evolves further, and keeping in mind the busy schedule of industry participants in our face-to-face programs, DBA is working to extend the current additional access to online learning modules to even more tools and methods.

DBA is committed to creating well-trained professionals ready for the cutting edge analytics industry and will strive its best to fulfil the dream of ‘make in India’.