

Business Decision Making using Software Tools (R and Tableau)

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Introduction

According to Gartner, Global Business Intelligence and Analytics Market reached \$16.9 Billion in 2016. Tableau is a leader in the Gartner Magic Quadrant for BI for fourth year. According to O'Reilly Survey, R programmers can earn excess of \$110,000 per year. R is known as one of the most robust statistical computing solutions, whereas, Tableau, a leading business intelligence platform, provides excellent data visualization and exploration capabilities. When combined, Tableau and R offer one of the most powerful and complete data analytics solutions in the industry today, providing businesses with unparalleled abilities to see and understand their data. Against this backdrop, the Combo Training Course of Tableau and R provides complete training in Tableau and R programming language, thereby enabling in deriving actionable insights.

Program Objective

Today's Business professionals and data analysts are expected to build business insights from huge repositories of data. This combo Training Course gives you a firm understanding of Tableau and R programming, helping you to seamlessly convert huge repositories of numeric/ categorical data into insights using statistical techniques and software tools (MS Excel, R and Tableau). It also provides you to gain programming proficiency in Tableau, R and Tableau integration with R. Integration of R, a statistical analysis language and the Tableau Desktop, a data visualization environment ensures conversion of statistical results into a user-friendly interface through its simple drag and drop data visualization capabilities. Further, the emphasis will be on discussing relevant issues of managing analytic functions developing appreciation for data analytics/research, leading to smarter data driven decisions.

Programme Content

- Learn about Tableau Desktop, Tableau statistics and interactive dashboard
- Charting concepts like sparkline, pareto, gantt and box plots
- Understand data visualization
- Introduction to concepts of R and functioning of R
- Learn to create Pie charts, plots and vectors
- ODBC Tables reading, linear and logistic regression
- Use Tableau to identify patterns and models using R
- View R functionality on a Tableau dashboard

Target Group

Decision-makers/ potential users of business information who would like to develop processes that provide relevant marketing and financial analysis for decision-making are encouraged to participate. All senior level research and analytics managers who are entrusted with the responsibility of ensuring quality business information management and analysis for the purpose of actively supporting business decision-making in the organization will benefit. This programme would be ideal for Business Intelligence Professionals, Software Engineers, Data Analysts, IT Developers, Mainframe professionals, Project Managers, Data scientists, Statisticians and Reporting professionals, Academicians, Research Scholars and for those aspiring to make a career in Business Intelligence/ Analytics.