

CERTIFIED DATA & BUSINESS ANALYST (CDBA)



CFI EDUCATION



CORPORATE FINANCE INSTITUTE™ (CFI)

YOUR JOURNEY IN FINANCE MADE EASIER

CERTIFIED DATA & BUSINESS ANALYST (CDBA)

ABOUT US



30,000+ learners



13+ years of history



350+ batches



45,000+ hours of training



Founded in 2013

WHO WE ARE

Corporate Finance Institute™ (aka “CFI Education” or “CFI”) is a team of passionate educators with more than a decade of experience in the industry, bringing real-life business problems to the classroom. CFI offers extremely practical program training like Financial Modeling, Investment Banking, and CFA Prep program with placement assistance and its an India based organization.”

USP

Our USP is to apply real-life skills to the classroom making all our finance training extremely effective to our students / candidates. Post completion of the program, candidates were able to crack interviews / placed with big MNCs including RESEARCH AND ANALYTICS companies, boutique investment banks, advisory firms, credit rating agencies, and financial services companies.



CFI – India’s Leading Finance and Analytics Training Institute

LEARNING ROADMAP



LIVE INSTRUCTOR BASED TRAINING



EACH TOPIC COVERED PRACTICALLY



ASSIGNMENT ON EACH TOPIC



CAPSTONE PROJECTS



ASSESSMENT TEST



INTERVIEW PREPRATION



RESUME BUILDING & PLACEMENT SUPPORT

CERTIFIED DATA & BUSINESS ANALYST (CDBA)

CDBA is a 3-month highly interactive certification program which covers most sought-after data analysis tools like Power BI, MS Excel, SQL and Python along with statistical analysis for business decision making. After CDBA course completion, candidates would have comprehensive hands-on understanding in performing business analysis, data exploration and visualization, statistical analysis, and make data driven decision making.

KEY LEARNING OBJECTIVES:

Business Strategy Integration:

- Develop a profound understanding of how data analysis aligns with and enhances business strategy.
- Learn to identify key business challenges and opportunities that can be addressed through data-driven insights.

Data Exploration and Visualization:

- Master the art of data exploration to uncover patterns, trends, and anomalies.
- Utilize advanced visualization tools to communicate complex insights in a compelling and accessible manner.

Statistical Analysis for Decision-Making:

- Gain proficiency in statistical methods to derive meaningful conclusions from data.
- Learn how to apply statistical techniques to support strategic decision-making processes.

Data-Driven Decision-Making:

- Cultivate the ability to make informed decisions based on data analysis.
- Develop strategies for integrating data-driven insights into the decision-making processes of various organizational levels.

WHO SHOULD ENROLL:

- Graduate / Post-graduates, with a desire to become a business or data analyst
- Business professionals seeking to enhance their decision-making capabilities
- Data enthusiasts aiming to leverage their skills in a business context
- Aspiring analysts looking to enter the dynamic field of business and data analysis

COURSE FORMAT:

- Duration: 8 - 12 weeks
- Format: Blended learning with a mix of live lectures, hands-on workshops, and real-world case studies
- Assessments: Practical assignments, quizzes, and a final project applying learned concepts to a business scenario.

WHY CHOOSE BUSINESS AND DATA ANALYSIS MASTERY:



Practical Focus:

Hands-on experience with real-world datasets and case studies.



Expert Instructors:

Learn from industry professionals with extensive experience in business and data analytics.



Career Advancement:

Position yourself for career growth by acquiring skills in high demand across industries.

Unlock the potential of data to drive business success. Enroll in the Business and Data Analysis Mastery course and transform your analytical skills into a strategic asset for your organization.

- **100% Placement Support:** We charge a placement fee of 5% of annual fixed ctc. This fee is applicable only when candidates is selected through our placement team efforts and accepts the job offer.
- Free "**CFI-AI Coach**" Access for doubt clarity and interview preparation

MS EXCEL – 8 HOURS

WORKING WITH NAME RANGE

- What does naming a cell range mean?
- Rules for naming cells and ranges
- Naming cell range(s) in a worksheet
- Navigating through workbooks using named ranges
- Creating named ranges automatically based on cell values

NUMERIC/STATISTICAL FUNCTIONS/ LOOKUP FUNCTION

- SUM, SUMIF, SUMIFS
- AVERAGE, AVERAGEIF, AVERAGEIFS
- COUNT, COUNTIF, COUNTA, COUNTBLANK
- MAX, MIN, Vlookup, Hlookup

UNDERSTANDING REFERENCES

- Relative References
- Absolute References
- Mixed References
- Utilizing names for writing formulae.

FILTERING / SORTING

- Concept and Implementation

LOGICAL FUNCTIONS

- If Function
- AND, OR Function
- Nested Functions

CONDITIONAL FORMATTING

- Create Conditional Formatting
- Rule 1 to 6

CREATING DROPDOWN LIST

- Simple Dropdown List
- Conditional Dropdown List

DATE & TIME FUNCTIONS

- TODAY, NOW
- DAY, MONTH, YEAR
- WEEKDAY

WORKING WITH PIVOT TABLES & CHARTS

- Creating Pivot Table
- Exploring Table Design Tab
- Slicers
- Creating Chart
- Formatting Chart

Using AI and ChatGPT in MS Excel -New

POWER BI – 20 HRS

MODULE 1: UNDERSTANDING ANALYTICS & BUSINESS INTELLIGENCE (BI) CONCEPT

This module will guide the candidate through the basics of Analytics. Learn about the Data & Analytics

- Data & Analytics
- Introduction to Business Intelligence
- Importance of Business Intelligence
- Overview of Self-Service BI

MODULE 2: MICROSOFT POWER BI INTRODUCTION

- Power BI Introduction and Overview
- Power BI Desktop – Installation
- Explain Power BI Desktop
- Power BI Screen Elements and Toolbars

MODULE 3: CONNECTING POWER BI WITH DIFFERENT DATA SOURCE

- Connect to CSV files in Power BI
- Connect to Excel in Power BI
- Connect to PDF in Power BI
- Connect to Web Page in Power BI

MODULE 4: DATA CLEANING WITH POWER QUERY

- Power Query Introduction
- Query Editor interface
- Column Transformations

- Combining Data: Append Query
- Combining Data: Merge Query
- Number, Date and Time Calculations
- Text Transformation
- Sorting & Filters Data
- Splitting & Merging Data
- Transforms Data
- Pivot and Unpivot Data
- Adding Columns
- M Built-in Function

MODULE 5: DATA MODELLING IN POWER BI

- What is a PowerPivot?
- What Is a Data Model?
- What is a Relationship?
- Introduction to DAX
- Detecting and Creating Relationships of Tables
- Understanding the Star Schema
- Creating Calculated Columns
- Creating Tables
- Creating Measure
- Row Context vs Set Context
- Working with DAX Functions
- Getting Data from Related Tables

MODULE 6: CREATING REPORT & VISUALIZATION TYPE IN POWER BI

- Create a New Power BI Report
- Report Editor in Power BI
- Add, Rename, Delete & Duplicate Page to Power BI Report

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- Report Editor in Power BI
- Add, Rename, Delete & Duplicate Page to Power BI Report
- Save Report in Power BI
- Change how visuals interact in a report
- Open a Power BI in Reading View
- Page Display Setting in Power BI report
- Type of Visualization in Power BI Report
- Adding Visuals
(Bar, Column, Line, Area, Ribbon, Pie, Scatter, Tree Map, Waterfall, Combo, Funnel, KPI, Radial Gauge, Doughnut Chart etc.)
- Data Categories, Geo-Data and Maps
- Creating and Working with Tables and Matrix Views
- Customizing Visuals by Field, Format & Analytic
- Filtering Visual, Page, All Pages
- Using Interactive Slicers – Dropdowns and Searches
- Number, Date, Text Slicers
- Applying Conditional Formats to Visualizations
- Drill Visualizations to see underlying Data
- Date Hierarchies
- Show Values as and Quick Measures
- Custom Visualization in Power BI
- Selection Pane
- Lock Objects
- Adding Graphics
- Bookmarks
- Spotlight
- Report Themes
- Using Security by Creating Role Based Views
- Insight – Explain Increase/Decrease
- Export Power BI Data to CSV

MODULE 7: CREATING A POWER BI DASHBOARD

- Dashboard vs Reports
- Creating a Power BI Dashboard
- Dashboard Tiles in Power BI
- Pin a Tiles to Power BI Dashboard from a report
- Power BI publisher in Excel
- Data alert in Power BI Service
- Add Image, Text box, Video or web code to your dashboard
- Tips for designing a great Power BI Dashboard
- Create Phone View of a Dashboard
- Power BI Q&A
- Quick Insights with Power BI

MODULE 8: REFRESHING DATA

- Configure schedule refresh data
- Refresh a dataset created from Power BI Desktop (Local)
- Refresh a dataset created from Power BI Desktop (Cloud)
- Disable privacy setting

Tableau – Optional

SQL – 16 HRS

MODULE 1: INTRODUCTION TO SQL AND RELATIONAL DATABASES

- Relational database management systems (RDBMS)
- Comparison of SQL and Excel features and use cases

MODULE 2: SQL BASICS

- SQL syntax, keywords, and conventions
- Data types and operators (arithmetic, comparison, logical)
- SQL constraints (Primary/check/default/null....)
- SELECT statement, projection, and filtering data with WHERE aliases and expressions
- Sorting data with ORDER BY

MODULE 3: WORKING WITH JOINS AND UNIONS

- Different types of joins (INNER JOIN, LEFT JOIN, RIGHT JOIN, FULL JOIN, CROSS JOIN) ON, USING, and NATURAL keyword usage
- UNION and UNION ALL set operations

MODULE 4: AGGREGATING DATA AND GROUP FUNCTIONS

- GROUP BY clause and grouping sets
- HAVING clause for filtering aggregated results
- Aggregate functions: SUM, COUNT, AVG, MIN, MAX

MODULE 5: ADVANCED SQL QUERIES

- EXISTS and NOT EXISTS operators
- Window functions: RANK, DENSE_RANK, ROW_NUMBER, NTILE, etc.
- Index in SQL
- Nested Stored procedure

MODULE 6: SQL FOR DATA MANAGEMENT

- Data Manipulation Language (DML): INSERT, UPDATE, DELETE
- Transactions: BEGIN, COMMIT, ROLLBACK
- Optimization SQL Query
- Procedure/Function

MODULE 7: SQL FOR DATA ANALYSIS AND REPORTING

- Pivoting data: transforming rows to columns
- Unpivoting data: transforming columns to rows
- GROUP BY extensions (ROLLUP, CUBE, and GROUPING SETS)

Essentials of Statistics – MS Excel and Python – 8 hrs

- Discussion on Statistics concepts and theories
- Correlation, Var-Covar, Beta, Regression, Monte Carlo Simulation, among others

PYTHON – 20 HRS

DATA ANALYSIS WITH PYTHON

MODULE 1- Introduction to Python Basics – 6 hrs

- Introduction to Python (History & Usage)
- Data Types in Python (Int, Boolean, Strings)
- Maths in ALU (Division, Addition & Multiplication)
- User Input & String Functions (Len, Lower, Upper)
- Variables & their memory allocation
- Control Flows (if, elif, else)
- Conditional Loops (for, while & Nested If)
- Indexing & Slicing the Strings

MODULE 2 – Introduction to Functions & List Comprehensions – 4 hrs

- What are Functions?
- Types of functions (built-in, user-defined, anonymous)
- Creating your own function (def)
- Local vs. global scope
- Lambda Function (Anonymous Function)
- Map, Filter & Reduce functions
- List comprehensions & Its structure & simple Example

MODULE 3 – Data Structures in Python – 4 hours

- Introduction to NumPy arrays (creation- np.array())
- 1-D, 2-D, 3-D Arrays & Use cases in Python
- Array attributes (shape, size, dtype, etc.)
- Built-in Functions for Array Creation (np.zeros(), np.ones(), np.arange(), np.random)
- Array operations and broadcasting (Addition, multiplication, etc.)
- Accessing elements in Arrays & Negative indexing
- Multidimensional array indexing
- Reshaping Arrays (reshape(), flatten(), ravel())
- Aggregation Functions – (sum(), mean(), std(), min(), max())
- Correlations and Covariance – (corrcoef(), cov())
- Random Number Generation (np.random.rand(), np.random.randint())

Module 4 – All about Numpy – Numerical Python – 6 hrs

- Introduction to Pandas DataFrames and Series
- Read excel, csv & connect to sql (pd.read_csv)
- Inspecting DataFrames (.head(), .tail(), .info(), .describe(), .shape)
- DataFrame Attributes and Methods (.shape, .columns, .index, .dtypes, .values)
- Indexing with loc and iloc
- Making a conditions columns (if/ else or by lambda function)
- Filtering data with conditions (np.where)
- Combining multiple conditions
- Data Cleaning techniques – Fillna, isna, dropna, drop_duplicates()
- Data Transformation & Preparation (df.rename(), astype, pd.to_datetime())
- Returning a new DataFrame – Understanding the inplace parameter
- Data manipulation with Pandas Selecting columns, rows
- Grouping data with groupby()
- Aggregating data (sum, mean, count, etc.)
- Applying custom aggregation functions
- Concatenating & Merging DataFrames (.merge, .join, .concat())

Module 5 – Introduction to OOP

- Classes and Objects – Defining classes, Creating objects
- Encapsulation – Access modifiers: Public, Private, Protected
- Inheritance – Base and derived classes & Multiple inheritance
- Polymorphism – Method overriding
- Abstraction – Abstract classes (abc module)
- Real-world OOP examples (e.g., Banking system, E-commerce platform)

Module 6 – Introduction to Matplotlib & Seaborn – 4 hours

- What is Matplotlib?
- Importance of data visualization
- Plotting simple lines and points
- Customizing Plots – Adding titles, customizing axes and labels, Adding legends
- Basic plot functions (plot(), scatter(), bar(), Histograms, Heatmaps etc.)
- Box & whisker Plot (Stats Plot)
- Creating multiple plots in a single figure (plt.subplot() and plt.subplots())
- Overview of Seaborn & Plotly for Interactive visualizations
- distplot(), kdeplot(), rugplot()
- 3D Plots

Module 7 – Introduction to OOPs – 3 hours

- It's time to showcase what you have learnt so far..
- EDA Exercise: Analyzing a Dataset
- NumPy Exercise: Array Manipulations
- Pandas Exercise: DataFrame Manipulations
- Matplotlib Exercise: Data Visualization

INTERVIEW PREP & MOCK INTERVIEW

- Soft Skills Training
- LinkedIn Profile update
- CV Samples to Follow.
- Mock Interviews

After completing CDBA course, individuals will be well-equipped to pursue diverse and rewarding career paths across various industries. Here are some potential career directions for graduates of this course:



DATA ANALYST:

As a data analyst, you will play a crucial role in interpreting and analyzing data to help organizations make informed decisions. You'll work with data visualization tools, statistical techniques, and reporting frameworks.



BUSINESS ANALYST:

Business analysts bridge the gap between business needs and technological solutions. With a strong understanding of both business strategy and data analysis, you can analyze processes, identify areas for improvement, and recommend data-driven solutions.



BUSINESS INTELLIGENCE ANALYST:

Specializing in business intelligence, you'll focus on collecting, analyzing, and visualizing data to help businesses gain insights into their operations, customers, and market trends.

FEES

INR 48,000

100% Placement Support: We charge a placement fee of 5% of annual fixed etc. This fee is applicable only when candidates is selected through our placement team efforts and accepts the job offer



MARKET RESEARCH ANALYST:

Leveraging your skills in data analysis, you can work as a market research analyst, helping companies understand market trends, consumer behavior, and competitive landscapes.



OPERATIONS ANALYST:

Operations analysts use data to optimize business processes and improve efficiency. Your skills in data analysis can help organizations streamline operations and reduce costs.



FINANCIAL ANALYST:

If you have a keen interest in finance, your analytical skills can be applied in financial analysis roles, where you'll assess the financial health of organizations, analyze investment opportunities, and contribute to strategic financial planning.



CONSULTANT:

With expertise in both business and data analysis, you can work as a consultant, advising organizations on optimizing their operations, implementing data-driven strategies, and solving complex business challenges.



ENTREPRENEUR OR BUSINESS OWNER:

Armed with a deep understanding of how data can drive business decisions, you may choose to start your own business, leveraging your skills to make informed strategic choices.



PROJECT MANAGER:

Your ability to analyze data and understand business requirements makes you well-suited for project management roles, where you can oversee the implementation of data-driven projects.

TECHNOLOGIES COVERED



MS EXCEL



POWER BI



SQL



PYTHON AND ITS LIBRARIES



STATISTICS



TABLEAU

REVIEWS



Google
Customer Reviews
★★★★★ 4.8/5

GOOGLE REVIEW (4.8 / 5)



FB REVIEW (4.8 / 5)

★ Trustpilot

★★★★★ | 4.9/5

TRUSTPILOT REVIEW (4.9 / 5)

TOP HIRING COMPANIES





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