A.	Name of the Institute	LOVELY PROFESSIONAL UNIVERSITY, PUNJAB, INDIA (A unit of Lovely International Trust), An ISO 9001:2015, ISO/ISE 27001:2013 Institute.
B.	Name / Title of the Course	Specialized course on Data Analytics for Making Managerial Decisions.
C.	Proposed Dates and Duration of the Course in Weeks / Months	12th January 2023 – 1st February 2023 3 weeks.
D.	Eligibility Criteria for Participants and Age Limits	Basic statistical knowledge and familiarity with MS Excel. Maximum Age : No Limit
E.	Basic outline of the course	The course will help the participants understand the nature and distribution of their data and handle variances. Further the participants also learn to test hypothesis. Some predictive and prescriptive analytics will help the participants learn forecasting techniques using robust statistical models. Some elementary techniques of understanding the customer will also be touched upon.
F.	Content of the Course (What all would be covered in the course)	This course will primarily cover: 1. Business Analytics: Introduction & Scope 2. Distributions, Estimations and Hypothesis testing 3. Avoiding Quantitative fallacies 4. Predictive Analytics 5. Customer Analytics 6. Visualization
G.	Learning Outcome	After the completion of the course, participants will be able to: 1. Identify and describe different data types and data distributions, 2. Analyze sample data to make inferences about an unknown population 3. Identify and correct for common fallacies in quantitative reasoning 4. Understand what predictive analytics is, why it is used, and by whom 5. Understand the key concepts of predictive analytics using practical examples 6. Understand customer engagement metrics 7. Learn about customer segmentation and developing strategies for different segments
H.	Instructional Strategy	The course will follow hands-on practical approach. BYOD
I.	Course would be relevant for what type of audience	Senior and Middle level Officers of various ministries and government offices who handles data, Entrepreneurs
J.	Mode of Evaluation of Performance of ITEC Participant	Evaluation will be based on: 1. Topic based quiz 2. End of course practical