

PREMIER TECHNOLOGY & SKILL EDUCATION • 1-YEAR
MASTER PROGRAM

DATA ANALYTICS

Master Excel, Advanced SQL, Python, Business Intelligence & Power BI through 70% immersive practical labs and production capstone deployments.



1 YEAR

48 WEEKS
COMPREHENSIVE

70 : 30

PRACTICAL LABS :
THEORY

25+

PRODUCTION DATA
BUILDS

100%

PLACEMENT SUPPORT

Advanced Excel &
VBA

•Enterprise SQL
Databases

•Python &
EDA

•Power BI &
DAX

•100% Placement
Support

WINNOVATION EDUCATION PVT. LTD.
Building Careers Since 2017 | Greater Noida,
Delhi NCR

Hotline: +91 92112 28030 | Email:
admissions@winnovation.org
Web: www.winnovation.org | Campus: 1157, i-Thum Galleria,
Alpha 2

Accelerate Your Career with Winnovation

Bridging the gap between academic textbooks and real enterprise data requirements.



"At Winnovation, our purpose is driven by the **future of our youth**. We strongly believe that young minds hold the key to shaping tomorrow. We established Winnovation to bridge the gap between academic learning and real industry requirements, ensuring that students are not just educated but also **highly employable and industry-ready**."

Sarbarinder Singh

Director, Winnovation Education Pvt. Ltd.

"Win With Winnovation"

Recognized Skill Incubator

NEP 2020 & Competency-Based Education (CBE) Blueprint

Winnovation curricula strictly align with India's **National Education Policy (NEP 2020)** and **CBSE Vocational Skill Education** paradigms. We replace rote memorization with experiential problem solving using Bloom's Taxonomy.

70% Experiential Labs

Students solve real data challenges using Indian economic datasets (UPI payments, ONDC retail networks, Ayushman Bharat health trends).

DPDP Act Compliance

Data governance and ethical bias auditing strictly adhering to India's **Digital Personal Data Protection Act, 2023**.

Outcome-Driven Portfolios

Every module produces a verifiable public artifact (GitHub repository, interactive Power BI dashboard, technical case study).

CBSE Vocational Assessment Scheme (100 Marks Blueprint)

Assessment Component	Weightage	Evaluation Criteria	Frequency
Continuous Formative Lab Projects	30 Marks	Daily mini-projects, SQL query accuracy, Excel models	Weekly Milestones (12 Labs)
Mid-Term Milestone Dashboards	20 Marks	Relational schema design, ETL pipelines, DAX formulas	End of Month 1 & Month 2
Comprehensive Production Capstone	20 Marks	End-to-end business insights, predictive EDA, live Power BI	Final Capstone Showcase
Certified Lab Journal & Code Defense	15 Marks	Documented Jupyter notebooks, SQL scripts, clean code	Terminal Evaluation
Viva Voce & Technical Defense	15 Marks	Verbal defense of architectural decisions before industry panel	Final Jury Review

Surging Industry Demand for Data Analysts

Powering digital enterprise decision-making in an AI and automated world.

85%

Active Enterprise Hiring

Enterprises across Banking, E-Commerce, Healthcare, and SaaS actively seek certified Data Analysts.

50%

YoY Demand Surge

Rapid adoption of Generative AI and automated business intelligence accelerates the need for skilled data translators.

40%

Productivity Multiplier

Analysts fluent in SQL window functions, Python Pandas, and Power BI DAX deliver 10x faster insights.

Industry Salary Potential in India (NASSCOM & AmbitionBox Benchmarks)

Entry-Level (0 – 2 Years)

₹6 – ₹10

LPA

Target Roles: Junior Data Analyst, BI Associate, MIS Specialist, Business Intelligence Trainee.

Mid-Level (3 – 6 Years)

₹10 – ₹20

LPA

Target Roles: Senior Data Analyst, Analytics Consultant, SQL Database Specialist, Analytics Team Lead.

Senior-Level (7+ Years)

₹20+ –

₹35+ LPA

Target Roles: Lead Business Architect, Head of Business Intelligence, Director of Analytics.

Who Should Pursue This Program?

College Graduates & Final Year Students

B.Tech, BCA, B.Sc, B.Com, and MBA students looking to bypass low-tier mass recruitment and enter direct product analytics and consulting.

Career Switchers from Non-Tech Domains

Professionals from Sales, Marketing, Operations, BPO, or Finance looking to transition into high-growth, high-remuneration technology careers.

Working IT Professionals Seeking Upskilling

Software engineers, database administrators, and QA testers eager to master modern Python data stacks, Power BI, and automated ETL workflows.

Entrepreneurs & Business Founders

Startup founders and business leaders wanting to leverage data analytics, customer segmentation, and automated KPI tracking to drive growth.

THE ECONOMIC TIMES: "Data Analytics remains India's #1 recession-proof hiring domain."

GARTNER: "Over 80% of enterprise decisions will be augmented by BI & AI by 2026."

Roadmap to Get Your Dream Job

A step-by-step competency ladder transforming beginners into full-stack analytics specialists.

1

Data Foundations & Advanced Excel Mastery

Weeks 1 – 8 (Months 1–2)

Data lifecycle, cleansing unorganized datasets, advanced lookup formulas (XLOOKUP, INDEX/MATCH), nested conditionals, Dynamic Pivot Tables, Power Query transformations, and interactive financial dashboards.

2

Enterprise SQL & Relational Database Analytics

Weeks 9 – 16 (Months 3–4)

Relational schema design (RDBMS), multi-table complex JOINS, GROUP BY aggregations, Window Functions (ROW_NUMBER, DENSE_RANK, LEAD/LAG), Common Table Expressions (CTEs), Subqueries, and query indexing optimization.

3

Python for Analytics & Scientific Computing

Weeks 17 – 24 (Months 5–6)

Python data structures, NumPy multidimensional arrays, Pandas DataFrames, handling missing values, exploratory data analysis (EDA), data cleaning, automated feature engineering, and statistical hypothesis testing.

4

Data Storytelling & Visualizations

Weeks 25 – 32 (Months 7–8)

Visual cognition principles, Matplotlib & Seaborn chart aesthetics, distribution plots, correlation heatmaps, geospatial mapping, and crafting data-driven executive presentations.

5

Enterprise Business Intelligence: Power BI & Tableau

Weeks 33 – 40 (Months 9–10)

End-to-end data modeling (Star & Snowflake schemas), DAX calculations (CALCULATE, SUMX, Time Intelligence), interactive KPI dashboards, drill-through reports, and Power BI Service automated scheduled refresh.

6

Career Acceleration & Placement Launch

Continuous

AI-driven resume optimization, GitHub portfolio defense, technical mock interviews with FAANG/MNC mentors, LinkedIn personal branding, and exclusive recruitment drives with 100+ partner companies.

The CAISEN Immersive Learning Cycle

1. STUDY

Live masterclasses & 1:1 expert mentoring with 24x7 recordings.

2. ATTEMPT

Daily query challenges & interactive practice sandboxes.

3. MAKE

Develop live Power BI dashboards & real-world analytics pipelines.

4. REVISE

Concise study guides, smart spaced repetition & quizzes.

5. TEST

Project jury defenses, peer code reviews & mock interviews.

Curriculum Blueprint: Month 1 & 2

Mastering foundational spreadsheet computation and enterprise relational databases.

Month 1: Data Analytics Foundations & Advanced Excel

Weeks 1 – 12 | 120 Contact Hours

Core Theoretical & Applied Topics

- Introduction to Data Analytics, Lifecycle & Business Decision Roles
- Data Formatting, Sorting, Filtering, Conditional Formatting & Validation
- Advanced Formulas: VLOOKUP, XLOOKUP, INDEX, MATCH, Nested IF, IFS
- Dynamic Pivot Tables, Slicers, Calculated Fields & Multi-Filter Pivot Charts
- Power Query: Ingesting messy CSVs, unpivoting, merging & data cleansing
- What-If Analysis: Goal Seek, Data Tables, Scenario Manager & Forecasting

Guided Laboratory Practical & Takeaways

- **Lab 1:** Cleaning 50,000+ unorganized retail transaction records
- **Lab 2:** Multi-criteria employee salary & incentive modeling
- **Lab 3:** Automated P&L financial statement consolidator
- **Competency:** Advanced Spreadsheet Modeling & Executive Reporting

Milestone Capstone 1: Multi-Region E-Commerce Sales Performance Dashboard

Build a fully automated Excel dashboard featuring dynamic KPI cards, regional sales breakdown, category margins, and product returns analysis driven by Power Query and slicers.

Month 2: Enterprise SQL & Relational Database Analytics

Weeks 13 – 24 | 120 Contact Hours

Core Theoretical & Applied Topics

- RDBMS Architecture, Normalization (1NF to 3NF), Primary & Foreign Keys
- SQL DDL & DML: CREATE, INSERT, UPDATE, DELETE, ALTER, CONSTRAINTS
- Data Querying: SELECT, WHERE, DISTINCT, ORDER BY, LIMIT, LIKE, IN
- Aggregations & Grouping: COUNT, SUM, AVG, MIN, MAX, GROUP BY, HAVING
- Multi-Table Relational JOINS: INNER, LEFT, RIGHT, FULL OUTER, CROSS, SELF
- Window Functions: ROW_NUMBER(), RANK(), DENSE_RANK(), NTILE(), LEAD(), LAG()
- Advanced Constructs: CTEs (WITH clause), Correlated Subqueries, Views, Indexing

Guided Laboratory Practical & Takeaways

- **Lab 4:** Normalizing a legacy retail spreadsheet into a 5-table RDBMS
- **Lab 5:** Running window queries for cumulative revenue & moving averages
- **Lab 6:** Query optimization: Analyzing EXPLAIN plans and index speed
- **Competency:** Production Database Querying & Enterprise SQL Extraction

Milestone Capstone 2: SQL Business Insights & Customer Cohort Retention Engine

Execute complex analytical SQL queries to extract customer RFM segmentation, monthly cohort churn, revenue KPIs, and product affinity patterns across 500,000+ transaction rows.

Curriculum Blueprint: Month 3 & Power BI

Scientific computing with Python, Exploratory Data Analysis & Enterprise Business Intelligence.

Month 3: Python for Analytics, Exploratory Data Analysis & BI Tools

Weeks 25 – 48 | 240 Contact Hours

Python Analytics & Visualization Stack

- Python Syntax, Control Flow, Functions, Virtual Environments & Jupyter Labs
- NumPy: Multidimensional Arrays, Vectorization, Broadcasting, Linear Math
- Pandas: Series, DataFrames, Data Ingestion (CSV, JSON, SQL, Excel)
- Data Cleaning: Missing Value Imputation, Outlier Handling, Duplicates
- Feature Transformation: Encoding, Scaling, GroupBy, Merging, Melting
- Matplotlib & Seaborn: Histograms, Boxplots, Heatmaps, Pairplots, Scatter

Power BI & Tableau Enterprise Intelligence

- Power BI Desktop Architecture, Data Sources, Power Query M-Language
- Data Modeling: Star Schema vs. Snowflake Schema, Relationships (1:Many)
- DAX Essentials: Calculated Columns vs. Measures, SUM, AVERAGE, COUNT
- Advanced DAX: CALCULATE(), FILTER(), ALL(), RELATED(), Time Intelligence
- Interactive Visuals: KPI Cards, Matrix, Maps, Drill-Downs, Bookmarks
- Power BI Service: Dashboards, Workspaces, Row-Level Security, Refresh

Milestone Capstone 3: End-to-End Predictive EDA & Executive Power BI Dashboard

Build a complete exploratory analysis in Python Jupyter with statistical hypothesis tests, export cleansed analytical tables, and connect to Power BI with automated DAX measures and executive KPI cards.

Industry Standard Tools & Technology Stack

Spreadsheets & ETL

- Microsoft Excel 365
- Power Query & Data Modeling
- Google Sheets Advanced
- VBA & Macro Automation

Databases & SQL

- PostgreSQL & MySQL Server
- SQLite Embedded Database
- DBEaver & pgAdmin Tools
- Cloud Data Warehouses

Python & BI Platforms

- Python 3.11+ & Jupyter Labs
- NumPy, Pandas, Scikit-Learn
- Matplotlib & Seaborn
- Microsoft Power BI & Tableau

Certification Alignment: Fully prepares candidates for Microsoft PL-300 (Power BI Data Analyst) and Google Data Analytics credentials.

Industry Ready

Industry-Ready Project Portfolio

Production-grade analytics architectures built with real-world enterprise datasets.

Project 1: Enterprise Multi-Tier Data Lakehouse & Real-Time E-Commerce Analytics Engine

Snowflake / BigQuery + dbt + Power BI DirectQuery

Business Problem: Pan-India omnichannel retail conglomerate processing 5,000,000+ orders across D2C, Amazon, and offline POS requires unified medallion lakehouse architecture for sub-second sales, margin, and returns telemetry.

Multi-Source POS & Web Order Ingest



dbt Dimensional Transformations



Snowflake Medallion Data Lakehouse



Power BI DirectQuery Executive Cockpit

Deliverable: Automated dbt semantic layer, Star Schema with 15 fact & dimension tables, 40+ complex DAX measures (Time-Intelligence, Dynamic RFM segmentation), and automated row-level security (RLS).

Project 2: Corporate Financial Operations, FP&A Scenario Modeling & Cashflow Intelligence

Excel 365 + Power Query + Tableau + Monte Carlo

Business Problem: Multi-entity enterprise holding company requires automated budget variance reporting, working capital forecasting, and dynamic multi-scenario EBITDA stress-testing across 8 business units.

Multi-Entity ERP Ledger Feeds



Power Query Automated ETL Modeling



SQL Stored Procs & Analytical Views



Tableau Executive Financial Cockpit

Deliverable: Enterprise financial consolidator with dynamic currency normalization, automated rolling 13-week cash flow forecasts, Monte Carlo risk simulation models, and C-suite KPI presentation decks.

Project 3: Healthcare Clinical Patient Outcomes, Bed Capacity & Readmission Telemetry

Python 3.12 + Pandas + PostgreSQL + Plotly Ops

Business Problem: Hospital network seeks to reduce 30-day readmissions, optimize ICU bed allocation, and audit clinical pathways across 120,000 patient episodes under DPDP Act privacy governance.

Anonymized EHR (DPDP Compliant)



NumPy & Pandas Feature Extraction



Multivariate Logistic & Survival Analysis



Streamlit Live Clinical Operations Board

Deliverable: Anonymized clinical data warehouse with rigorous hypothesis validation (Chi-Square & ANOVA tests), patient readmission risk stratification engine, and interactive clinical capacity planning dashboard.

Industry-Recognized Certifications

4 official credentials validating your end-to-end data expertise to global employers.



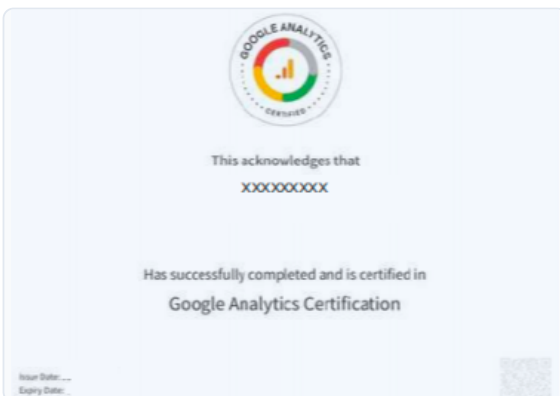
Winnovation Master Certificate

Awarded on successful completion of 48 weeks of intensive 1-year training, laboratory practicals, and jury defense of all 3 milestone capstones. Features verified QR code.



EC-Council Certified Credential

ANSI-accredited international certification validating data security, ethical analytics, access governance, and corporate compliance standards.



Google Data Analytics Credential

Industry gold standard credential verifying proficiency in spreadsheet calculations, SQL database queries, and business intelligence reporting.



AWS Certified Cloud Practitioner

Official Amazon Web Services certification validating foundational knowledge of cloud data infrastructure, storage tiers, and serverless compute.

Curriculum Endorsed & Co-Accredited By Global Learning Standards

IBM • Harvard International • MIT International • NASSCOM FutureSkills Prime • EC-Council • Google • Microsoft • NVIDIA Deep Learning Institute

Learn from Industry Experts

Seasoned practitioners guiding you through every concept, lab, and architecture defense.



Abhishek Mishra

8+ Yrs Exp

Senior Data Science & Analytics Specialist

Specializes in predictive modeling, statistical learning, and enterprise Python analytics for production data pipelines.

Python

Enterprise SQL

ML Pipelines



Surekha Kanwar

10+ Yrs Exp

Senior Data Science & AI Specialist

Expert in exploratory analytics, neural computation, automated forecasting pipelines, and business intelligence.

EDA

AI/ML Modeling

Statistics



Saurabh Dwivedi

5+ Yrs Exp

Senior Cloud & Data Infrastructure Specialist

Cloud architect designing scalable data lakes, automated ETL pipelines, and high-throughput SQL warehouses.

AWS Cloud

Big Data

ETL Warehouses



Nisha Pal

5+ Yrs Exp

Senior Full Stack & BI Specialist

Crafts interactive analytics platforms, live reporting dashboards, and relational data models in Power BI and DAX.

Power BI

DAX Formulas

Database Design



Arun Kumar

5+ Yrs Exp

Senior Analytics & IoT Engineer

IoT data specialist developing real-time edge telemetry, streaming time-series processing, and sensor data pipelines.

Edge Analytics

Time-Series

IoT Telemetry



Priyanka Saini

7+ Yrs Exp

Senior Mobile & UI/UX Analytics Engineer

Focuses on responsive executive dashboards, visual cognition principles, and human-centered KPI storytelling.

Tableau Desktop

Dashboard UX

Storytelling



Pavneet Kaur

5+ Yrs Exp

Senior Skill Development Specialist

Career strategist specializing in technical communication, business case defense, and quantitative problem solving.

Business Math

Case Studies

Interview Prep



Diksha Sachan

8+ Yrs Exp

Senior Digital Marketing & Growth Analyst

Specializes in marketing attribution, Google Analytics 4, customer acquisition funnels, and business ROI models.

GA4 Analytics

Growth Metrics

Attribution



Prince Pal

5+ Yrs Exp

Enterprise Systems & Mobility Specialist

Enterprise expert handling secure database administration, access governance, and DPDP Act 2023 compliance.

Data Governance

DPDP Act

IT Security

1:1 Dedicated Industry Mentorship & Live Code Reviews

Weekly personalized office hours, architecture debugging, and career guidance tailored to your target job profile.

50+ Hours Live Mentorship

Student Success Stories

Hear how Winnovation graduates transitioned into high-growth data careers.

**Syed Vernice Kashani****B.Tech (CSE)****Data Analyst / Associate**

"Learning Data Analytics at Winnovation has been a turning point in my career. Thanks to Nisha Pal Ma'am and the team who made complex SQL and BI concepts so easy to understand. I am now confidently delivering analytics reports on live projects in my new role."

**Prabjyot Singh****B.Tech (CSE)****Cloud & Data Engineer**

"I am truly grateful to Winnovation for providing me with such an in-depth learning experience in Data Analytics and Cloud. A special thanks to Mr. Saurabh Dwivedi for his clear explanations and real-world insights. The training helped me secure a great placement offer."

**Rabinder Singh****Govt. Technical Trainer****Technical Educator & Analyst**

"Winnovation has been a game-changer in my professional upskilling. The structured training programs, supportive mentors, and industry-grade projects made sure I mastered advanced Excel, SQL, and Power BI dashboards. Thank you for shaping my career!"

**Suhaib Muzaffar****B.Tech (CSE)****Analytics & AI Specialist**

"I sincerely thank Winnovation and our trainer Mr. Abhishek Mishra for equipping me with practical knowledge in Data Science, Python, and SQL. The hands-on training and placement support gave me the confidence to begin my career in the analytics domain."

**Lakshay Suryavanshi****RA at NextX Tech****Research Analyst**

"The training at Winnovation bridges the gap between academics and enterprise industry. The mentors gave us exposure to real-world datasets and case studies, and the placement support team ensured I got the right opportunity."

**Aryan Choudhary****B.Tech (CSE)****Business Intelligence Analyst**

"The practical training I received in Data Analytics, Python, and SQL from Winnovation and Mr. Abhishek Mishra played a key role in shaping my career path. Their guidance and placement mentorship prepared me to excel in the field of analytics."

100% Placement Record: Highest Fresher Package: ₹14 LPA | Average Starting CTC: ₹6.8 LPA

**Verified Alumni
Network**

Backed by 100+ Hiring Partners

Global technology companies and Indian industry leaders recruiting Winnovation graduates.



SAMSUNG



SOTI

vivo



SOPHOS



FORTRA

Emcure

we360.ai



Medtronic



FORTINET

300+

Active Corporate Recruiters
MNCs, Unicorn Startups & Global IT

15+

Interview Drives Annually
Exclusive On-Campus & Remote Drives

100%

Placement Assistance
Resume reviews & mock interviews

Holistic Guidance & Admissions

The complete CAISEN support framework powering your lifelong professional success.

CAISEN 10 Core Competencies for Professional Excellence

Analytical

Innovation

Ambition

Creativity

Critical Thinking

Communication

Adaptability

Navigation

Strategy

Excellence

100% Job Assurance

Dedicated placement cell conducting exclusive hiring rounds with top IT & analytics enterprises until placement.

AI-Driven Resume Building

ATS-compliant resume design, LinkedIn optimization, and live GitHub portfolio reviews by industry hiring managers.

Rigorous Mock Interviews

Technical live coding rounds, SQL query defense, and behavioral HR rounds simulating FAANG interview environments.

Lifetime Recorded Access

Unlimited access to high-definition recorded masterclasses, code repositories, and continuously updated course materials.

Personal Life Coaching

Individual psychological and professional career guidance to overcome imposter syndrome and accelerate leadership growth.

24x7 Community & Doubts

Dedicated Discord and WhatsApp peer learning groups with active teaching assistants resolving queries within minutes.

The Winnovation Technology Ecosystem

Data Science & AI/ML

Full Stack Web Development

Cloud Computing & DevOps

Internet of Things (IoT)

Cyber Security & CEH

Enterprise Mobility

Digital Marketing & Analytics

Robotic Process Automation (RPA)

CAISEN Soft Skills

Ready to Build Your Career in Data Analytics?

Website: www.winnovation.org

Admissions Email: admissions@winnovation.org | abhishek@winnovation.org

Mobile & Helpline: +91 92112 28030 / +91 92112 28031

Campus Headquarters: 1157, i-Thum Galleria, Alpha 2, Greater Noida, Uttar Pradesh - 201308

**ADMISSIONS
OPEN**

Batch Size: 25 Students
Max

APPLY TODAY