



Certificate Course in Data Analytics for Finance Professionals

FAQ

An Initiative of Board of Advanced Studies

The Institute of Cost Accountants of India

(Statutory Body under an Act of Parliament)

www.icmai.in

1. Please give a brief outline about 'Certificate Course in Data Analytics for Finance Professionals'.

We live in a data-driven world where organizations, irrespective of their size or area of operations, cannot ignore the impact of data analytics in the way they run their businesses. Whether it is to improve customer experience or managing resources better, data analytics is being used at every level of the organization to make informed decisions.

Today, data is everywhere. But there is a scarcity of talent with the skills to make sense of it and create value. As the need for analytics becomes more widespread, there is mounting demand for - and a growing shortage of - professionals with the relevant data skills coupled with an understanding of how the techniques are applied to business and the variety of critical tasks facing decision-makers.

This is true, of course, only for organizations that have already started on their digital transformation journey. Others who have not adapted will soon realize that they have missed the bus to the next era of decision-making. When organizations invest in formal training, communities

to foster continued learning, and certifications to measure data literacy, people can thrive with data and make a greater impact on the business – better prepared to be agile as digital transformation demands data literacy at all levels.

At the outset, the Board of Advanced Studies of the Institute has introduced a unique online Certificate Course in “**Data Analytics for Finance Professionals**” to groom and train the participants with the latest tools and techniques of data analytics for effective decision-making purposes.

2. What are the Course contents?

The Course is divided into five modules -

- Introduction to Data Analytics
- Statistical Theory and Application in Data Analytics
- Data Analytics with Excel & Advanced Excel: Case Studies
- Introduction to Power BI
- Introduction to Python

For more details: https://icmai.in/Advanced_Studies/DAFP/index.php

3. What are the learning objectives of the Course?

- Enrich Finance Professionals with a skill enhancing learning experience
- Empower them with efficient ways of Data Analytics
- Endeavors into cutting edge Data Presentation
- End to end: affordable with a solid return on investment
- Open doors to Finance Professional into Data Analytics domain

4. What are the salient features of this Course?

- This Course will expose to various and most used analytics techniques and algorithms that can be applied in various F&A scenarios such as budgeting, planning, optimization, predictive techniques, costing, risk, fraud mitigation and forecasting, and to several real world business use cases.
- Data analytics is commonly described as a process of examining data sets to draw conclusions on the basis of information available in them with the help of various software or specialized systems. Data analytics include data mining, predictive

analytics and machine learning. The Course will teach about methodology involved in tackling data science problems.

- Data analysis is a complex field; it is both an art and a science. It takes the knowledge and expertise of a skilled data analytics professional to effectively analyze this important data. By enrolling in this online course, one can gain the knowledge and skills to succeed in this growing field.
- Data analytics is a fast growing field, and as more and more companies are recognizing the need to implement data analytics into their daily operations, more positions in this industry are opening up.
- This unique online Certificate Course in “Data Analytics for Finance Professionals” will groom and train the participants with the latest tools and techniques of data analytics for effective decision-making purposes.
- Efficiency in Data Analysis is becoming a clear differentiator between Top – performers and others – across industries. In the Digital World driven by data, adoption of Data Analytics has become very essential for Business Decision making.
- An organization having executives trained in Data Analytics will perform more efficiently using data analytics tools and techniques and hence the performance level of the business will surely enhance leading to increase in annual revenue and development of the organization. Hence the demand for Data Analyst is increasing.

5. What are the learning outcomes of this Course?

After the completion of this Course, participants will be able to:

- Learn skills to transition from functional positions to leadership positions
- Develop sales strategies, forecasting and manage business effectively
- Develop competency level to solve problems across F&A value chain with data and analytics

- Apply various analytics algorithms to improve predictions, optimizations, analysis and management of risks, budgets and financial planning and fraud mitigation
- Efficiently manage cross-functional teams
- Create growth-strategies and implement the same in their organisation
- Create predictive business models and enhance the workflow
- Develop skills to lead digital transformation in their organization
- Enhance employability to a greater extent in this competitive world

6. What are the Job opportunities of a Data Analyst?

Emerging job roles of a Data Analyst are:

- IT Systems Analyst
- Healthcare Data Analyst
- Operations Analyst
- Data Scientist
- Data Engineer
- Data Analytics Consultant
- Quantitative Analyst
- Digital Marketing Manger
- Big Data Specialist
- And many more

7. What are the applications of Data Analytics in Finance?

- **Risk Analysis** – It enables strategic decisions, increase trustworthiness and security of the company
- **Real-time Analysis** – Data is only useful when it is accurate, current and accessible. Management of an organization always want real time information from a Finance person.
- **Consumer Analysis** – Analyzing customer interactions and sentiment in storage and on social media in order to better predict customer behavior.
- **Customer Data Management** – Especially for unstructured data: Use AI tools like NLP, data mining and text analytics.

- **Personalized Services** – Analytics of the data provided by the customer can help to create personalized and sophisticated interactions
- **Fraud Detection** – Use of programming to detect unusual user behavior and anomalies in system function.

8. What are the key skill sets required for a Data Analyst?

- A standard level of mathematical ability
- The ability to analyze, model and interpret data
- Programming languages, such as SQL, Python
- Problem-solving skills
- A methodical and logical approach
- The ability to plan work and meet deadlines
- Accuracy and attention to detail
- Interpersonal skills
- Teamworking skills
- Written and verbal communication skills

9. Who are the prospective employers of Data Analysts?

- Banks
- Insurance companies
- Specialist software development companies
- Consultancies
- Telecommunications companies
- Public sector organizations
- Social media specialists
- Colleges and universities
- Pharmaceutical companies
- Manufacturers
- And many more ...

10. Who are eligible for this Course?

- CMA
- CMA Final level students with Graduation
- CA
- CS
- MBA
- M.Com
- Post Graduates from relevant discipline
- Other Professionals

11. What is the Course fee?

Category	Course Fees (Rs.)
CMA Final Level Students with Graduation	Rs.15,000/- + 18% GST
Qualified CMAs	Rs.18,000/- + 18% GST
Other Professionals / Post Graduates	Rs.20,000/- + 18 % GST

**Substantial discount on the Course fees is available for bulk corporate enrolment*

12. Can the Course fees be paid in installments?

No

13. Is there any hidden cost apart from normal Course fees?

No.

14. What is the procedure for payment of the Course fees?

The Course fees can only be paid through online Payment Gateway Portal:

<https://eicmai.in/advsc/Home.aspx>

15. What will be the Course duration and delivery mode?

The Certificate Course on Data Analytics for Finance Professionals is:

- 100 hours of integrated curriculum spreading across 3 months
- 50 hours of Pre- Recorded Video contents covering basic concepts
- 50 hours of online live classes by experienced faculty over the weekends covering advanced concepts, practical application of concepts and Query Resolution
- Examination after completion of the 100 hours course
- Certificate after successful completion of the Examination

16. What is the teaching-learning methodology?

- Fully Online Classes
- Case Study based
- Assignments
- Hands on training

17. What will be the tentative timings for online classes?

Day	Timing
Saturday	5 pm – 9 pm
Sunday	9 am – 1 pm

Day and Timing schedule may be changed in case of emergencies

18. Who will be the Course trainers?

Expert professionals from the industry who are specialized in Data Science and Data Analytics Subjects will be the trainers.

19. What shall I do if I miss any online live class?

All online live classes will be recorded and hosted in the portal for future reference and viewing.

20. Who will provide Certification at the end of the course?

The Institute will provide Certificate.

21. When the Online Admission will commence?

Online Admission process has been started from **15th June 2020**.

22. When the first batch will commence?

First batch will commence from **July 2020**.

23. Does the Institute provide any Study Materials?

Online study materials will be provided. However, faculty members will also provide online learning resources time to time.

24. How the assessment will be conducted?

- Online Assessment will be conducted in the MCQ pattern at the end of the Course
- Assessment duration: 3 hrs. for 100 marks (max.)
- The participant has to secure at least 50% marks to qualify
- Assessment Fees: Rs.1000/- + 18% GST for every attempt

25. Can the students interact with the faculty members/ trainers even after the completion of the course, in case of any difficulties?

Yes. We are having a dedicated mail id advstudies@icmai.in for this Course. You may send your queries here and expert faculty members will resolve your queries. The Course is administered and controlled by the Directorate of Advanced Studies from the Headquarters of the Institute at Kolkata.

26. Is attendance mandatory at online classes?

No. But it is recommended to attend and view the online classes/ webinar/ recorded video classes to have better understanding and grip over the subject.

27. Can members of the Institute get CEP hours to attend this course?

Yes. 10 CEP hours will be provided to the members of the Institute of Cost Accountants of India after successful completion of this Course.

28. Please provide contact details of Advanced Studies Department.

Directorate of Advanced Studies

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Course Web Portal: <https://icmai.in/Advanced Studies/DAFP/index.php>

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