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## Hands-on Predictive Analytics Course

Advanced statistical modeling skills using Python for data analysts and data scientists



Thank you for putting on this course. Being brand-new to coding and Python, it was difficult for me personally, but your obvious mastery of the subject area and step-by-step BADIR methodology has given me hope that someday I can master it too.

**Paul Spiering, Retail Marketing and Merchandising Analyst, TBC Corporation**



### WHO SHOULD TAKE THIS COURSE?

Are you a Data Analyst or a Data Scientist looking to deepen your data science skills and to exceed your KPIs using these skills? Are you ready to learn how to use advanced statistics and become future-ready? If so, the 'Hands-on Predictive Analytics' course can provide the necessary applied analytics and predictive analytics skills as well as the assistance you need to energize and drive growth in your organization.



**Develop data science expertise**

Learn a step-by-step approach to building predictive models using Python



**Drive business impact**

Build efficient predictive models and influence stakeholders to turn models into actions



**Get more out of data**

Learn feature engineering methods to drive more value out of data



**Become an influencer**

Become a thought partner to your stakeholders

# COURSE AT A GLANCE

Topic	Duration
Introduction to Python functions and libraries used for analysis in Python	240 minutes + exercises
Modeling using Python: Logistic Regression, Linear Regression, Decision Tree: Model comparison techniques	90 minutes + exercises
Predictive Analytics: Hands-on BADIR using marketing, product, and operations scenarios from a bank:	
▶ Get to the real business question	30 minutes + exercises
▶ Lay out an analysis plan	70 minutes + exercises
▶ Data collection	15 minutes
▶ Derive insights using the test results	210 minutes + exercises
▶ Quantifying impact	11 minutes
▶ Make actionable recommendations	10 minutes
▶ Walkthrough the case simulation	70 minutes



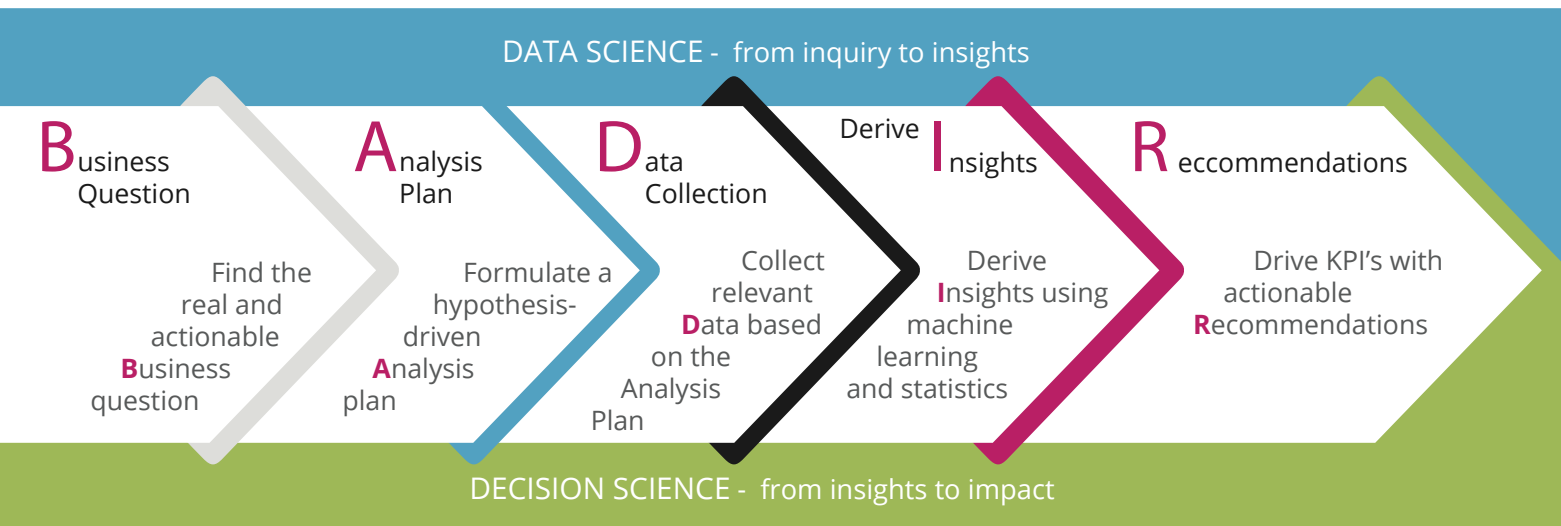
7 weeks course | 2 hours/week

Solve 2 industry use cases with real data

3 most commonly used predictive analytics technique

Monthly mentoring | 24/7 LinkedIn community

## What is BADIR?



## TOOLS AND METHODS

This course is an applied, hands-on predictive analytics course covering the most commonly used predictive analytics techniques in the business world, using Python. Course includes



Pre-requisites: BADIR - Hands-on Business Analytics, Programming background

- 1 Linear regression
- 2 Logistic Regression
- 3 Decision Tree
- 4 Decision Science

## GET SKILLED

Interest in data science skills

Assess Analytics aptitude

Get hands-on training

Supported by community

Work on real-time project

1X1 coaching with experts

Professional Certificate

Drive ROI in current job

Get Hired

## THE ARYNG DIFFERENTIATOR

## ATTENDEES RECEIVE

  
Certificate of Completion



A Certificate of Completion -Social media ready

12 months of access to all course content and videos. Go back, pause, take notes, as many times as you like for 12 months

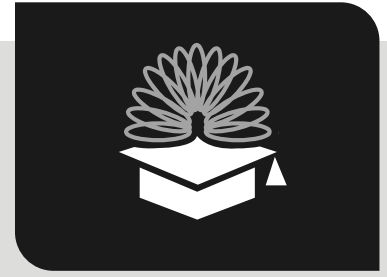
Templates, cheat sheets, and samples that help you take your training to your day-to-day workflow



Lifetime access to LinkedIn class group for continued learning and support



Group mentoring every month with Aryng experts



Flexible learning

## COURSE OPTIONS

Once you enroll, you will get immediate access to the online training content. You will receive information to enroll in the community and get updates about mentoring session. Training is done at your own pace. Mentoring sessions are scheduled over the web, via Zoom.

- 12 Months access (Access all throughout the year) ..... \$1,499
- One-day Free trial (Enroll now and get a glimpse of this course) ..... \$0

## ARYNG vs other programs

	Masters or diploma courses	Learning platform courses	Aryng
Job-ready, hands-on training	✗	✗	✓
Focused on solving real Business problem for industry	Rare	Marginal	✓
Learning of end-to-end process of Data Science project	Modular	Modular	✓
Taught by analytics experts with Fortune 100 experience	✗	Rare	✓
Technical as well as non-technical (business / soft skills)	Rare	✗	✓
Lifetime access to live community of fellow learners	✓	Rare	✓
1-on-1 access to Data Science expert instructions	✓	Rare	✓
Flexible, self-placed, online courses	✗	✓	✓
Industry-recognized certification	Accredited	Inconsistent	Professional Certification
Cost	\$\$\$\$\$	\$/free	\$

## Piyanka Jain, *Bestselling author and President & CEO of Aryng*



Piyanka is the author of the Amazon bestseller book *Behind Every Good Decision* and is a well-regarded industry thought leader in analytics, keynoting at business and analytics conferences including Predictive Analytics World, Data Science Summit, TDWI Big Data Conference, Google Analytics User Conference, Business Performance conference on data driven decision making in an organization.

With her 15+ years of experience in analytics, she has had 180M+ demonstrated impact on business. Her prior roles include the head of NA Business Analytics at PayPal and senior marketing analytics position with Adobe.

Detailed profile: <http://www.linkedin.com/in/piyanka>  
Forbes blog post: <http://blogs.forbes.com/piyankajain/>



## Rahul Thakur

Rahul is an experienced data scientist and trainer with a deep passion for machine learning, statistics, and data-driven decision-making. With his extensive experience in the field, he has helped organizations transform complex data into valuable insights that support strategic goals. Known for his engaging teaching style and hands-on approach, he has trained numerous professionals, equipping them with practical skills to excel in today's data-centric world. He holds a computer science engineering degree from the National Institute of Technology (one of the premier institutes in India) and has a strong commitment to fostering learning and innovation in the fields of analytics and data science.

## FAQs



### 1. How long does it take to complete the courses?

This course consists of 9 sections each with 2 hours of self-paced online lectures. In addition, you will spend 2 to 4 hours/section on class assignments.

### 2. What background knowledge is necessary to take specific courses?

You will need to have a working knowledge of Excel, high school level statistics, a passion for learning data, and a knack for storytelling. You must also score 12 or higher in the Aryng's Aptitude Assessment. It is also recommended that you take the Hands-on Business Analytics and the Hands-on A/B Testing courses.

### 3. What software will I need to complete the exercises and case?

You will need to have Anadonda and Jupyter notebook loaded.

### 4. What if I am unhappy with the course?

We would never want you to be unhappy! If you are unsatisfied with your purchase, contact us within the first 2 days of joining or before completing 20% of the course, whichever is earlier, and we will give you a full refund.

**5. Will I get a certificate for completing the course?**

Yes, you will get a certificate of completion after finishing all the modules in the course.

**6. What do I do if I have questions while going through the training?**

If you have logistical issues while taking the course, please email [support@aryng.com](mailto:support@aryng.com) or call 408.412.7279 right away. If you have analytics-related questions, we recommend you use a mentoring package to spend 1-on-1 time with a senior Aryng expert. You can jot down your questions and get them all answered in a session or two at the end of your course.

## About ARYNG

Aryng is a Data Science consulting, training and advising company. Aryng's SWAT Data science team helps solve complex business problems, develop the company's Data DNA through Data Literacy programs and deliver rapid ROI using machine learning, deep learning, and AI.

### Our clients

