



BUSINESS ANALYTICS

S . SEGMENTATION . FORECASTING
CUSTOMER . SALES . OPERATIONS
SUPPORT . REPORTING

DURATION	LEVEL	MODULES	MODE
40 Hours	Intermediate	8	Classroom · Online · Hybrid

01 COURSE OVERVIEW

A business analytics course connecting metrics to decisions across sales, customer, HR and operations data. Each domain module defines the metrics that matter, the analysis that supports a decision, and the trap that misleads: survivorship in churn, seasonality in sales, averages in operations. Forecasting and scenario modelling close the course.

Learners deliver an analysis pack for one business function with recommendations.

WHO IT IS FOR

Business analysts and MIS staff
Functional managers
Consultants and strategy teams
Analysts moving beyond reporting

PREREQUISITES

Excel or SQL familiarity and basic statistics.

02 LEARNING OUTCOMES

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|--|--|
| 01 Define KPIs that drive behaviour correctly. | 02 Segment customers and products meaningfully. |
| 03 Analyse sales performance and pipeline health. | 04 Measure retention, churn and lifetime value. |
| 05 Analyse HR and operations efficiency metrics. | 06 Forecast with trend and seasonality. |
| 07 Present analysis as a decision recommendation. | |

01 ANALYTICS FOUNDATIONS

Descriptive to prescriptive

Leading vs lagging indicators

Analysis workflow

Metric design

Data quality

02 CUSTOMER ANALYTICS

Segmentation

Cohorts

Churn drivers

RFM

Retention curves

Lifetime value

PRACTICAL

RETENTION ANALYSIS

03 SALES ANALYTICS

Pipeline stages

Win-loss analysis

Discount impact

Conversion rates

Quota and territory

Forecast accuracy

PRACTICAL

SALES PERFORMANCE PACK

04 MARKETING ANALYTICS

Channel efficiency

Attribution basics

Budget reallocation

CAC and payback

Campaign lift

05 HR ANALYTICS

Headcount and attrition

Engagement measures

Absence patterns

Time to hire

Compensation ratios

06 OPERATIONS AND SUPPLY CHAIN

Throughput and cycle time

Inventory turns

Bottleneck analysis

Utilisation

Service levels

Quality metrics

07 FORECASTING AND SCENARIOS

Trend and seasonality

Exponential smoothing

Scenario and sensitivity models

Moving averages

Regression basics

PRACTICAL

FORECAST MODEL

08 DECISION SUPPORT

Framing recommendations

Confidence and caveats

Follow-up measurement

Assumption tables

Executive summaries

PROJECT

ANALYSIS PACK WITH RECOMMENDATIONS

04 ASSESSMENT & CERTIFICATION

Module assignments and labs

25%

Mini projects

20%

Internal assessments

15%

Final project and review

40%

CERTIFICATION

Learners who complete all modules, submit the final project and clear the review receive a course completion certificate from Kaizen Infinities Private Limited. Project work is documented for the learner's portfolio, and interview preparation is included in the closing sessions.

05 CAREER OUTCOMES

ROLES THIS PROGRAMME PREPARES FOR

BUSINESS ANALYST

BUSINESS INTELLIGENCE ANALYST

SALES OPERATIONS ANALYST

STRATEGY ANALYST

CONSULTANT

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