



PARVATHANENI BRAHMAYYA

SIDDHARTHA COLLEGE OF ARTS & SCIENCE

Autonomous

Siddhartha Nagar, Vijayawada-5200100

Re-accredited at 'A+' by the NAAC



# MBA & BBA Business Analytics

Are you ready to harness the power of data to drive strategic decision-making and unlock business success? Our MBA & BBA in Business Analytics programs are designed to equip you with the knowledge, skills, and hands-on experience needed to excel in the fast-paced world of Business Analytics.

## Programs Overview

### Subjects

- ✔ Business Management
- ✔ Finance and Investment
- ✔ Marketing Management
- ✔ Human Resources Management
- ✔ Managerial Economics
- ✔ Statistics
- ✔ Operations

### Analytics Specific

- ✔ HR Analytics
- ✔ Marketing Analytics
- ✔ Financial Analytics
- ✔ PM Analytics
- ✔ ERP & MIS
- ✔ Data Base Management
- ✔ Data Visualization

### Analytics Tools

- ✔ Excel Advance
- ✔ Power BI
- ✔ R Programing
- ✔ Python Programing
- ✔ SQL & MongoDB
- ✔ Machine Learning
- ✔ Text Modeling

## Why Choose us



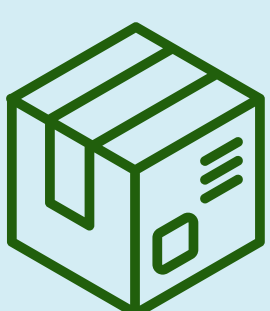
Subject that connect jobs



Industry ready Curriculum



Expert Faculty



Equipped all Soft-Wares for Curriculum



Hands on Learning



Best Infra

- **Data Analyst**
  - Collects, processes, and performs statistical analyses on data to identify trends.
- **Business Analyst**
  - Analyzes business processes and systems to recommend improvements and solutions.
- **BI Analyst**
  - Develops BI solutions, performs data modeling, and creates reports to support decision-making.
- **Marketing Analyst**
  - Analyzes marketing data to evaluate and optimize marketing campaigns and strategies.
- **Financial Analyst**
  - Analyzes financial data, forecasts future performance, and assists in financial planning.
- **Operations Analyst**
  - Examines organizational processes to identify inefficiencies and recommend improvements.
- **Junior Data Scientist**
  - Uses statistical and machine learning techniques to interpret data and solve business problems.
- **Research Analyst**
  - Conducts research and analyzes data to provide insights for business decisions.
- **Associate Consultant**
  - Supports senior consultants in analyzing data and developing business solutions.
- **Data Engineer**
  - Designs, constructs, and maintains data processing systems and databases.

## About PB Siddhartha College

PB Siddhartha College of Arts and Science is a leading institution dedicated to fostering innovation, academic excellence, and professional development. With a rich history of producing industry leaders and impactful research, we are committed to preparing the next generation of business professionals to thrive in today's rapidly evolving landscape.

In these pages, discover how our industry ready curriculum, expert faculty, and immersive learning experiences can propel your career to new heights in the dynamic world of Business Analytics.

### Highlights

- 1st Rank in Andhra Pradesh Autonomous college 16th Rank in INDIA by Education world.
- Best Industry ready curriculum by ICT Academy.
- EDUSKILLS Member recognized by AICTE for student online learning courses.
- Student online Certification support.
- Good number of Placements with CRT (Campus Recruitment Training).
- Student support for Co Curricular and Extra Curricular programs.
- Information and Communication Technology (ICT) based learning.
- Experiential learning through Case Study / Guest lectures / Seminars / B-Event / Industrial Visits and Workshops on emerging analytics areas.



<https://chat.whatsapp.com/Jnt6Memlw5jBpevdV6NaLB>

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