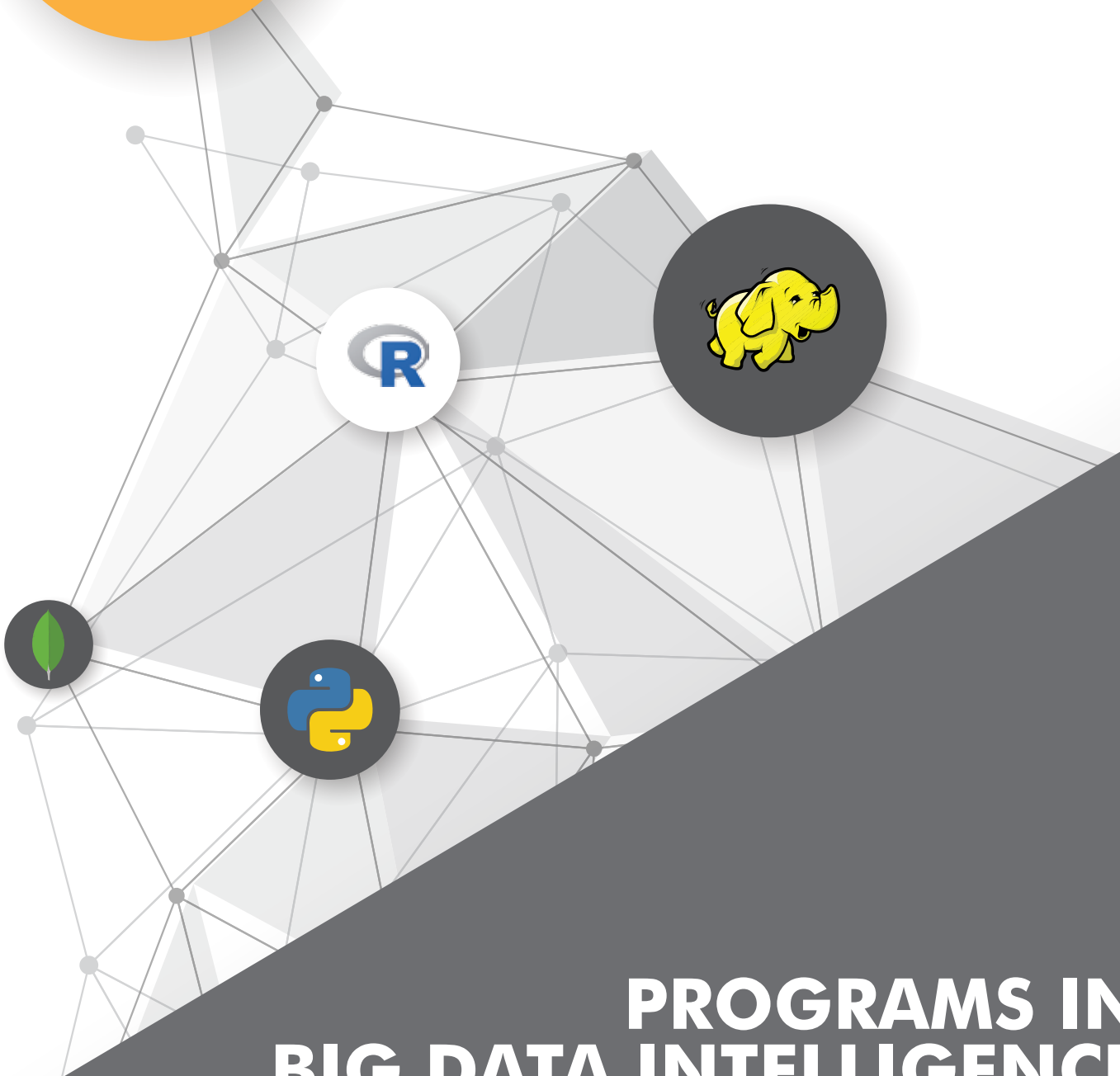




**INSTITUTE OF ANALYTICS (USA)™**  
**BIG DATA INTELLIGENCE TRAINING**

MADRAS  
**MMA**  
MANAGEMENT  
ASSOCIATION  
ESTD. 1956



# PROGRAMS IN BIG DATA INTELLIGENCE

# MESSAGE



**Dr. Nethra Sambamoorthi, Ph.D**

*Founder and Managing Director,  
Institute of Analytics (USA)™, India*

Institute of Analytics (USA)™ mission is to bring high-quality training and to create job opportunities in the high-tech disruptive areas. These jobs require data engineering, analytics, and knowledge management, through Big Data.

‘Big Data’ is the happenstance of our modern life governed by miniaturized computational platforms, sensors, wearables, mobile computing, smartphones, and tablets, characterized by more people interacting, and utilizing services. Such services are expanding in health, homeland security, welfare, food production, personal and social transformation, population dynamics, environment and animal welfare, smart cities, and energy harvesting.

All these require faster and better response and intelligent interactive systems. The data that go into such interactive systems are driven by volume, variety, and velocity of data, that

traditionally define what is meant by Big Data. Also, India, moving on a growth path, is working on leveraging digital technology for all its activities, and planning on allowing only electric vehicles for the next 15 years. All these require at least a million plus data engineers and analysts in the areas of Data, Analytics, Technology, and Automation (D.A.T.A Engineering), in the next 10 years, for India to achieve high-quality life for its populace, and to lead the world in knowledge management.

Institute of Analytics(USA)™ is bringing world-class hands-on training to individuals to support proficiency in core areas of applications in disruptive technologies, equipping different student population segments with employable skills, in the rapidly growing field of Big Data Intelligence – A field that encompasses business intelligence, social and network intelligence, disruptive technology applications, and AI applications. with satisfying jobs.

It gives me great pleasure to introduce Big Data Intelligence Programs in collaboration with the prestigious Madras Management Association, and welcome you to participate in the new economy.



**Dr. Nethra Sambamoorthi, Ph.D**  
**Founder and Managing Director,  
Institute of Analytics (USA)™, India**

Madras Management Association (MMA), established in the year 1956 and with 60+ years of consistent efforts in taking management to masses, has charted a long way with a membership database of 8,000 followers. We strive to outdo ourselves with each passing year, in turn setting new benchmarks for the scopic regime of Management in the country.

The nation is growing at a rapid pace and we as a responsible “Not-for-profit” association, registered as a society, play a big role in supporting the nation building exercise. This objective is achieved by drawing and providing opportunities for high-end skill development such as Data Science / Analytics as these are essentials for making this nation a “SMART NATION”, through building SMART CITIES which is part of the Vision Document of the Government of India.

Our approach has always been to usher in new ideas and innovations in the field of training by collaborating with specialists and reputed professional bodies in the various fields. We partner with the best to give you the best. “One such endeavor is our partnership with Institute of Analytics (USA)™. The Institute has a great vision of providing quality training in Big Data Intelligence and is supported by a pool of Knowledge Professionals and Practitioners in the field with ably-guided strong leadership”.

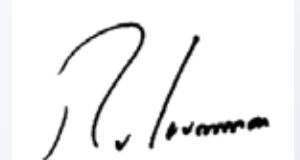
We are proud to offer this program that would enhance the skills and provide various opportunities for employment, career growth, consulting and business development.

Wishing good luck and success to all the aspirants of this program.



**GP Capt R Vijayakumar (Retd), VSM**

*Executive Director  
Madras Management Association*



**Gp Capt R Vijayakumar (Retd), VSM**  
**Executive Director  
Madras Management Association**

# ABOUT US



## INSTITUTE OF ANALYTICS (USA)<sup>TM</sup>

Institute of Analytics (USA)<sup>TM</sup> is promoted by a team of Data Analytics professionals from USA with the sole objective of providing quality training in the fields of Business Analytics, Data Science and Big Data Technologies, in India, USA and across the globe. It is predominantly to address the million plus Data / Analytics / Technology based jobs, in the next 10 years as envisaged by McKinsey and others in Knowledge Management and Disruptive Technologies. The vision of the Institute of Analytics (USA)<sup>TM</sup> is supported by a team of committed professionals and world class faculty/trainers with practical experience in addressing opportunities across financial services, health, and educational industries, using analytical solutions.



## MADRAS MANAGEMENT ASSOCIATION

Madras Management Association (MMA), established in 1956, has the sole objective of enhancing the standards of management education and training in India to rival the best in the world and has been Winner of the prestigious AIMA best LMA (Local Management Association) Award, for staggering eight times. MMA is Registered under the Societies Registration Act XXI of 1860 as a nonprofit organization in the city of Chennai. Today MMA is a name to reckon with when it comes to management expertise in India and has been offering variety of training regularly for the benefits of the society.



# KEY RESOURCES



**Dr. Nethra Sambamoorthi**  
*MA, M.Sc, Ph.D*  
*Founder and Managing Director*

Dr. Nethra Sambamoorthi has produced many of the best practices in predictive modeling across multiple industries—credit cards, auto insurance, investment services, retail, CPG and pharmaceutical marketing, now focusing his efforts in disruptive technologies applications. On product development, he has created InteractMail, an email marketing system and real-time ROI trends, as SaaS. He is also an adjunct professor in the graduate program in Data Science, at Northwestern University.



**Dr. Usha Sambamoorthi**  
*MA, Ph.D*  
*Health Analytics,*  
*Professor and Director*

Dr. Usha Sambamoorthi is a Distinguished Professor in the Department of Health Outcomes Research, WVU, in addition to her interest to serve aspiring students of health analytics. At any time, she guides around 10 Ph.D. students with an extraordinary number of publications, every year. Prior to joining the WVU School of Pharmacy, Dr. Sambamoorthi was the Professor and Director of Women's Health and Population-based Mental Health Disparities in the Department of Psychiatry at the University of Massachusetts Medical School, Worcester, Massachusetts. Her areas of research interest include health economics, global health, women's health, healthcare in individuals with co-occurring physical and mental illnesses and healthcare disparities by gender, race/ethnicity, age, and disability.



**Dr. P. Sundar**  
*Professor,*  
*Probability Systems*  
*and Applications*

Dr. Padmanabhan Sundar, Ph.D, a graduate of Purdue University works on Probability Theory and Stochastic Analysis. Sundar, a Sr. Professor of Mathematics/Statistics, at Louisiana State University, Baton Rouge, USA, is an expert in stochastic differential equations, ergodic theory, Markov chains, interacting particle systems, large deviations theory, and stochastic partial differential equations. These are some of the essential components of advanced research that are relevant for next generation development of Machine Learning and Artificial Intelligence. Sundar has authored several research articles in well-known journals in Mathematics, and is the co-author of a book on Stochastic Analysis published by Oxford University Press. He was a visiting faculty for a year at the Center for Stochastic Processes at the University of North Carolina at Chapel Hill, spent a Sabbatical year at Duke University, and has been a distinguished invited presenter and collaborator among institutions in USA and Europe.

# KEY RESOURCES



**Dr. S. Vasudevan**

*B.Sc, M.A, FCMA, CMA (USA), PGDYN, Ph.D  
Director, Business Development*

Dr. S. Vasudevan has combined experience as an academician and as corporate functional head for over three decades in multi-faceted organizations that include Central Government, Corporate Organizations, and Educational Institutions, holding positions up to the level of an Executive Director of a listed public limited company and as Dean of a Business School. He has involved himself in forging institutional tie-ups and MoUs. He has published and presented many Research Papers and has to his credit "EMINENT EDUCATIONIST AWARD" presented by National and International Compendium, New Delhi for Outstanding Achievements in the Field of Education. He has traveled extensively within the country and abroad for research and promotional activities of the organizations/institutions as well as for handling training programs.



**Dr. R. Senthamarai**

*MCA, MBA, M.Tech, Ph. D  
Dean, Academics & Training*

Dr. Senthamarai has a successful track record as an academician and as a researcher has published several research papers in International, National Journals, and Conferences, of repute. Dr. Senthamarai has assumed various responsibilities for the institutions she had worked including contribution to the confirmation of Quality Standards such as ISO and NAAC. She has also involved in the institutional coordination and promotional exercise by effective use of her strength in interpersonal skills.



**N.Kannan**

*M.TECH, CAIIB, CFA*

A Mechanical Engineering graduate from IIT-Madras, a Certificated Associate from the Indian Institute of Bankers and a Chartered Financial Analyst of The Institute of Chartered Financial Analyst of India. He combines both industrial and academic experience, in a career spanning over three decades. He has more than a decade of experience in credit appraisal and project financing, including the provision of risk/venture capital assistance. As a faculty member and former Dean of a Business school, he has designed and delivered several training programs for leading companies in India and the Middle East. He was Program Coordinator for Accounting and Oracle Financials conducted for Omani youths in Muscat for three successive years from 2003.



**B. Santhosh Kumar**

*MBA - IT Program Manager*

Santosh Kumar has 20+ years of IT experience and about a decade of experience as a visiting faculty in leading Business and Technology Institutions. He carries with him a vast multi-national experience working for clients in US, UK, Italy and Asia Pacific countries. He has earlier worked for IT majors like Mahindra Satyam and Cognizant. He has a passion for teaching and has designed, developed and delivered several new courses for leading Institutions. He brings in his expertise in delivering several Analytics related programs for elite clients.



# KEY RESOURCES



**J. Sriram**

*PGDM IIM-A, DMIT MIT*

J.Sriram is an alumnus of IIM, Ahmedabad and MIT Chennai, has 4 decades of both corporate and academic experiences. He had held several senior positions as Vice President of Blue Star Ltd on the corporate side and Director of B.School in the academic stream. His core strength and proficiency include Business Statistics and Mathematics, Operations Research, Industrial Marketing and Service Marketing.



**Prasad Kommaraju**

*Big Data Architect*

Prasad K, a senior, highly reputed corporate leader, with mastery in Service Delivery by successfully delivering multiple, large, complex and strategic programs. Proficient in delivery big data consulting and training solutions with certification in Big Data from IBM Cognitive University. He also has xApps and CMMi level 5 certification to his credit. With twenty-seven years of IT experience that include key top management positions as Global Delivery Manager, Program Director, Service Delivery and CoE Head roles in reputed MNCs in India and abroad. His significant accomplishments include Development of Early Warning System and Risk Assessment tools for effective risk management, Development of a platform to govern service delivery and Service Level Agreements and transition automation tools for large engagements and development of SAP NetWeaver CoE to name a few.



**G. Jagadeesan**

*Big Data Architect*

Jagadeesan is a high caliber NOSQL (MongoDB, Cassandra, CosmosDB) professional having proven track record. He has rich experience has been in all phases of development ranging from conducting workshops for identifying and gathering requirements, designing solutions, implementing them. He has also mastered the skills of imparting training in these areas of Big Data. He has experience of working in different roles of Architect, Database Administrator and Developer ranging from Startups to Enterprise. He has also worked with customers across the globe from US, Australia, Singapore, and India in both onsite and offshore mode.

# INTRODUCTION

Data, Data, Data is the watch-word and the future of the world! Are we ready to handle it BIG (BIG Data)?

Data, Analytics and Technology are driving the world to a never before opportunities of exploiting human intelligence. Be it digitalization, smart cities, artificial intelligence, all these are driven by Big Data Intelligence. The Institute of Analytics (USA) has joined hands with the prestigious Madras Management Association (MMA) to usher in new opportunities of learning/training to become ready for the

Big, Big Opportunities arising out of Big Data, Business Analytics, Data Science and Technologies by offering joint certified programs in Tamil Nadu & Pondicherry. The training will involve using of latest technologies, bringing together intensive face to face training and extensive global faculty interactions with opportunities to work on real-time projects by drawing globally experienced faculty, researchers and industry experts, from USA, India, and other parts of the world.

## ABOUT THE PROGRAM

The training program has been designed by industry and academic experts in India and USA. It provides opportunities to a new world of learning in Big Data Intelligence. The program is designed keeping in mind the background and needs of fresh graduates, working professionals, mathematicians, statisticians, econometricians, management scientists....to align the learning and training with the emerging and growing needs of the corporate world and governmental projects.

## BEST SUITED FOR

- Engineers
- Scientists
- Technologists
- Mathematicians
- Statisticians
- Economists
- Econometricians
- Behavioral Scientists
- Management Professionals
- Healthcare Professionals

## CAREER OPPORTUNITIES & ASSISTANCE

The training program is offered with the objective of supporting placement activities for freshers as well as for experienced candidates who wish to move to the rewarding career in Big Data Intelligence. The parent organization – CRM portals Inc, USA has also been absorbing candidates for its own projects and clients in the USA.

In addition, the AnalyticsLadder.com is an exclusive portal acting as a common platform for recruiters and job-seekers in the field of Big Data Intelligence – Business Analytics, Data Science and Big Data Technologies and provides continues support for the job-seekers to seek opportunities in various companies in India and abroad.

# ROAD MAP TO CAREER BUILDING

The digitization and democratization of technology for the benefit of every one of the citizens, and environment is the latest trend that is sweeping the world, all defined by new types of data that are voluminous and accumulating more and more at faster speeds. These transformational needs are defining new processes and new types of jobs; a critical part of such redefinition of jobs is putting enormous expectations and pressures among organizations in creating Learning Machines and AI Interactives (™), reducing the number of jobs, as part of industrial and lifestyle transformations. In this

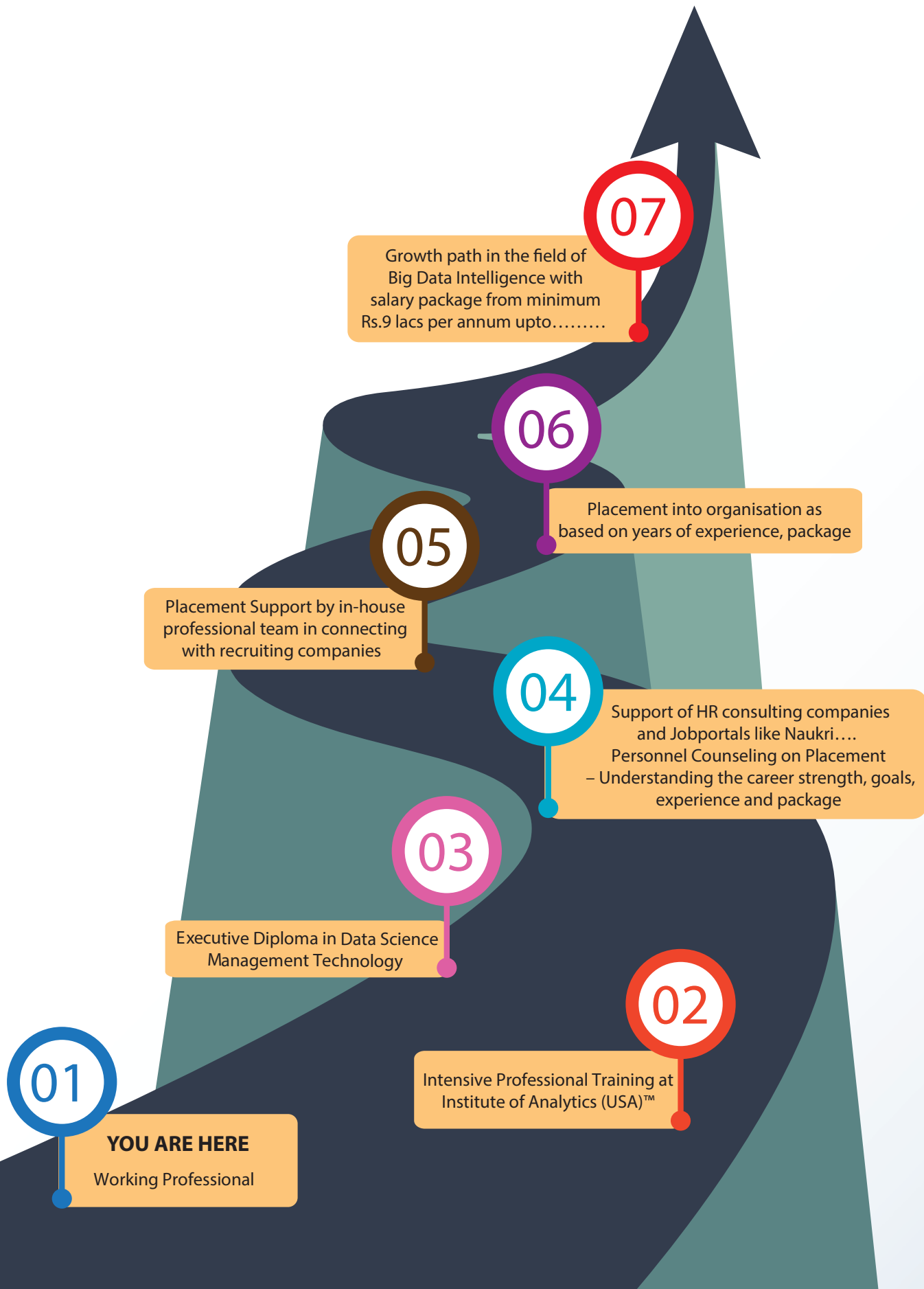
transition, where both generation of data and use of data will become an essential part of competitiveness in our economic activities, are also defining new opportunities in jobs that are centered around Data, Analytics, Technology, and Automation (D.A.T.A). The Institute of Analytics (USA)™ is committed to addressing these transformational needs of organizations and people by bringing in the necessary training, matching the right job to the right people in the areas of data, analytics, technology, and automation, and contributing to the development of new Learning Machines and AI Interactives™

## CAREER GROWTH ROAD MAP FOR FRESHERS





# CAREER GROWTH ROAD MAP FOR WORKING PROFESSIONALS



# CURRICULUM

## DIPLOMA / EXECUTIVE DIPLOMA IN DATA SCIENCE

### DATA SCIENCE FOUNDATION

- *R for Data Science*
- *Business Opportunities & Statistical Methods*

### DATA SCIENCE ADVANCED

- *Predictive Analytics 1 - Supervised Algorithm*
- *Predictive Analytics 2 - Unsupervised Algorithm*
- *Machine Learning*

### DATA VISUALISATION

- *Tableau*
- *Power BI*
- *R Shiny*

### BIG DATA FOUNDATION

- *Python for Big Data & Machine Learning*
- *RDBMS / Mongo DB*

### BIG DATA TECHNOLOGIES

- *Hadoop - Hive - PiG - MapReduce*
- *Spark*

# TESTIMONIALS



**Bhuvanesh H**  
Hexaware Technologies

My experience with Institute of Analytics was great, I was new to Data Science with software testing as my previous background. They provided solid foundation in Statistics and Predictive Algorithm. It was a great experience with IOA.



**Preetha**  
Pappaya technologies

Institute of Analytics gave me an excellent program experience and provided a rich insight into today's Big Data program. Great Course, Fantastic Study Quality with Positive atmosphere and the classrooms are high tech.



**Shebin X P**  
NTT Data

For a guy like me, from a Mechanical domain, the transition to IT has been made easy by the highly talented and friendly faculties of IOA. I can proudly announce myself as a guy who knows Data Science well with the knowledge I have gained from Institute of Analytics.



**Sainesh S R**  
Anantara Solutions

Great course with hands on exercise gave a vast knowledge in Big Data Analytics, made my transition from an Electrical Engineer to a Data Analyst. A positive ambience made the learning even more interesting that helped me grab a lot more opportunities in the field of data analytics.



**Precilla R**  
Anantara Solutions

It has been a great opportunity for me to learn from Institute of Analytics where there are equipped and experienced tutors in the field of Data Science...Yes!!! I've got the clear sky in the field of Data Science and Business Intelligence..



**Ranjith M**  
netAlsys

Oh, what a transformation ...building from my IT background to the Big Data platform. The intensive training and course material, not only covered the fundamental and essential concepts but made me work "hands-on", on real-time problem-solving.



**Ramya Devi**  
Expert Software Solutions

We handled projects from different sources and explored the nook and corners of Data Science. It has been a great experience.



**Sindhuja R**  
netAlsys

Institute of Analytics paved a clear path for me, a civil engineer, into the field Data Science and I am grateful to every faculty member of the institute.



**Arun Bhaskar**  
Star Health & Allied Insurance

Coming from management background, I found the predictive analytics extremely useful for managerial decision-making process.



**Prashant**  
netAlsys

After completing the course in IOA, I'm now confident to handle real time datasets and solve analytical projects.



**Aravind R**  
NTT Data

With no prior knowledge of programming languages, IOA helped me learn from scratch and now I can call myself a proud data scientist.



**Raghav**  
OMS Software Solutions

IOA is the best door to knock on for anyone who wants to take a step and plunge into analytics. They helped me to find a right job for my career development.



**Thuvvarakkesh R**  
SPi Global

I have learnt all the essentials skills required for Big Data Analytics from IOA.



**Suman**  
Verizon

Predictive Analytics and the math behind the models where a delight to learn



**INSTITUTE OF ANALYTICS (USA)™**  
**BIG DATA INTELLIGENCE TRAINING**



# ADMISSIONS

## Eligibility

- A. Graduate / Post Graduate with minimum 60% marks in the qualifying degree with minimum one year of experience.
- B. Diploma holder in Computer Science / Information Technology or equivalent with minimum 5 years of experience in the field of Computer Science / Information Technology or equivalent.
- C. Fresh Graduate / Post Graduate with minimum 60% marks in the qualifying degree with score of (i) GMAT – 600 or (ii) GRE – 300 or (iii) CAT – 80 Percentile or (iv) 75% plus in the Aptitude and Assessment Test for Analytics conducted by the Institute of Analytics (USA)™.

**Eligible candidates falling under the above categories may click the button below and proceed to application portal to complete the admission requirements.**

**APPLY NOW**

**FOR FURTHER DETAILS, CONTACT**

 **+91- 904-782-8833 / 770-875-2333**

### **Institute of Analytics Pvt Ltd**

A3, Green Inns, 104, Annai Velankanni Church Road,  
Besant Nagar, Chennai - 600090.  
Tamil Nadu, India.

Mobile : +91 904-782-8833 /44

E-mail : [hr\\_exe@instituteofanalytics.com](mailto:hr_exe@instituteofanalytics.com)

Web : [www.instituteofanalytics.com](http://www.instituteofanalytics.com)

### **Madras Management Association**

New No:240 Pathari Road (Off Anna Salai),  
Chennai - 600006.  
Tamil Nadu, India.

Tel : 044 4863 2711 / 28291133

E-mail : [mma@mmachennai.org](mailto:mma@mmachennai.org)

Web : [www.mmachennai.org](http://www.mmachennai.org)