



**Meritshot**

# Business

# Analytics

## Specialization Program



Transform raw data into business decisions with Meritshot's industry-aligned curriculum, hands-on projects, and 360° career support to accelerate your growth in analytics-driven roles.



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# The Future Belongs to AI-Driven Data Scientists

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In today's fast-changing business environment, data isn't just an asset: it's the fuel that drives strategic growth. Organizations across industries are shifting from intuition-based decisions to evidence-backed strategies powered by analytics. Business leaders now rely on data to understand markets, predict customer behavior, and optimize operations in ways that were never possible before.

From e-commerce giants like Amazon to financial institutions like Goldman Sachs, the world's most successful companies are built on data-driven decisions. Analytics empowers businesses to answer critical questions: What products should we launch? How do we reduce costs? Where are our customers heading next?

Business Analytics professionals are at the center of this revolution. They act as translators between raw data and actionable insights, ensuring that leaders don't just see numbers but understand their story. This ability to turn data into strategy is what makes them indispensable in the modern workplace.

## Here's what you'll build expertise in:

- Understand how analytics is reshaping business models globally.
- Learn to transform data into actionable insights that guide high-stakes decisions.
- Gain future-proof skills to thrive in industries that prioritize measurable results.

# Why Business Analytics is Your Competitive Edge

The difference between getting hired and getting chosen often comes down to your ability to solve real problems with data. Business Analytics gives you this competitive edge — blending technical expertise with business sense to make you indispensable in any industry.

Recruiters today are not only looking for analysts who can crunch numbers, but professionals who can tell the story behind the numbers — the “why” and “what next” that leaders use to drive growth. This is where Business Analytics specialists stand out.

## Your Competitive Advantage with Business Analytics:

- Solve high-impact business problems with evidence, not guesswork
- Stand out in interviews by showcasing hands-on experience with analytics tools.
- Apply analytics across industries — finance, e-commerce, healthcare, consulting, and more.
- Become the go-to professional for insights that improve profitability and reduce risks.
- Future-proof your career in an economy where data literacy is as essential as digital literacy.

## Career Outlook:

Business Analysts and Analytics Managers are projected to see 20%+ annual growth worldwide, making this one of the fastest-growing and recession-proof careers in tech-business domains.



# Real Stories, Real Impacts

## Empowering Ambitions with Real World Learnings

### Ankit Sharma

**8 yrs exp. | Sales Executive → Business Analyst, Deloitte**

From sales to strategy, Meritshot gave me the tools to move beyond gut-feel decisions. I mastered SQL, Power BI, and case-based problem solving. Mock interviews transformed my confidence. Today at Deloitte, I design data-driven sales strategies and earn 70% more.

### Isha Nanda

**3 yrs exp. | HR Coordinator → Business Analyst, Paytm**

I moved from HR reports to real analytics with Meritshot. SQL, visualization, and my attrition prediction project gave me the confidence to crack Paytm. Now I work on People Analytics, designing dashboards that inform leadership. My career and income doubled.

### Manoj Bhatt

**4 yrs exp. | Admin Executive → Business Analyst, Wipro**

From clerical work to decision-making, Meritshot taught me Excel, SQL, and stakeholder skills. Case studies on inventory analysis gave me hands-on confidence. At Wipro, I now build automation tools and drive action with data — not just reports.

### Pooja Rajput

**2.5 yrs exp. | Customer Support → Business Analyst, MakeMyTrip**

I switched from support to analytics with zero coding background. Meritshot made SQL, visualization, and problem framing simple. My project on call center complaints helped me land MakeMyTrip. Today, I improve customer journeys with data-backed solutions.

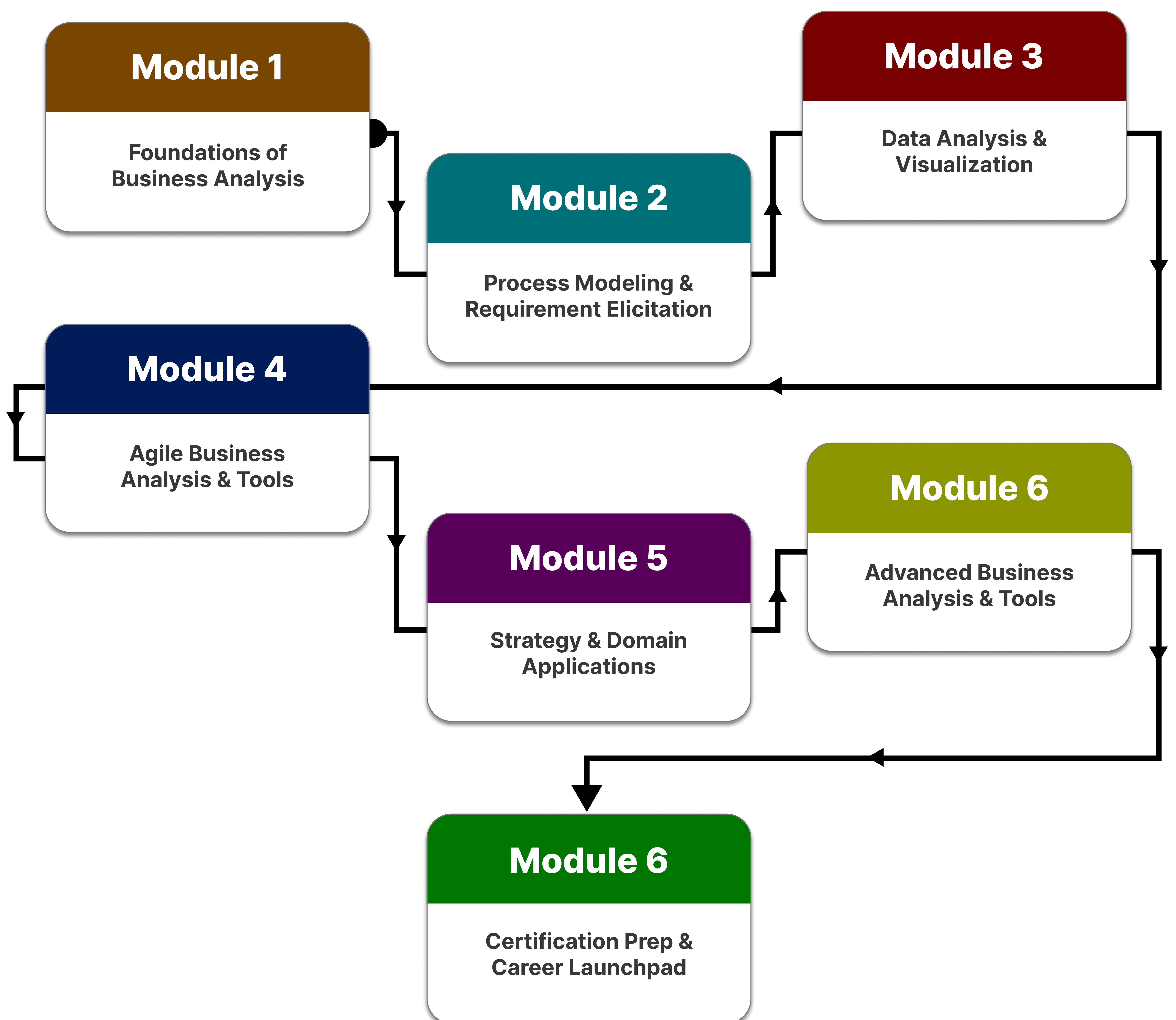
### Rajeev Sinha

**5 yrs exp. | Accountant → Business Analyst, ICICI Bank**

From accounting to analytics, Meritshot helped me move from passive number-crunching to proactive insights. My loan approval project impressed ICICI and got me hired. Now, I work in digital banking analytics, reducing risks and driving adoption.

# Comprehensive Business Analysis Curriculum

Learn the essentials of Business Analysis with real-world case studies and projects designed by industry experts.



Land Your Dream Role as a Business Analyst, Product Analyst, or Consultant



# Business Analytics Specialization Program

## Module 1

### Foundations of Business Analysis (5 Weeks)

#### Overview:

Lay the groundwork by mastering the role of a Business Analyst, Excel for analytics, requirements gathering, and professional documentation standards.

#### Detailed Topics:

##### Role of a Business Analyst

- Day-to-day responsibilities of a BA.
- Skills required: analytical, documentation, stakeholder management.
- Career path: BA → Senior BA → Product Manager → Strategy Roles.

##### Introduction to BABOK

(Business Analysis Body of Knowledge)

- Core principles & knowledge areas.
- Requirement elicitation, analysis, and solution evaluation.
- Stakeholder management approaches.

## Module 1

# Foundations of Business Analysis (5 Weeks)

### Overview:

Lay the groundwork by mastering the role of a Business Analyst, Excel for analytics, requirements gathering, and professional documentation standards.

### Detailed Topics:

#### Excel for Business Analysis

- Advanced functions: VLOOKUP, HLOOKUP, INDEX-MATCH, IF, nested functions.
- Pivot tables, pivot charts, and dashboards.
- What-if analysis, goal seek, solver for decision-making.

#### Requirement Gathering Techniques

- Stakeholder interviews & workshops.
- Focus groups, surveys, and document analysis.
- Capturing functional vs. non-functional requirements.

#### Business Documentation

- BRD (Business Requirement Document).
- FRD (Functional Requirement Document).
- Use case diagrams, activity diagrams, UML basics.



## Module 2

# Process Modeling & Requirement Elicitation (5 Weeks)

### Overview:

Learn to visualize, structure, and elicit requirements using industry-standard frameworks and techniques.

### Detailed Topics:

#### Process Modeling

- BPMN 2.0 standards.
- Swimlane diagrams, activity diagrams, and process flows.
- UML modeling for system interactions.

#### Writing User Stories

- Agile user story format.
- INVEST model (Independent, Negotiable, Valuable, Estimable, Small, Testable).
- Acceptance criteria & definition of done.

#### Requirements Traceability Matrix (RTM)

- Linking requirements → test cases → deliverables.
- Maintaining traceability across Agile & Waterfall projects.

## Module 2

# Process Modeling & Requirement Elicitation (5 Weeks)

### Overview:

Learn to visualize, structure, and elicit requirements using industry-standard frameworks and techniques.

### Detailed Topics:

#### Stakeholder Analysis & Prioritization Techniques

- Stakeholder identification & mapping.
- MoSCoW prioritization (Must, Should, Could, Won't).
- Kano model for requirement prioritization.

#### Use-Case Development

- Use-case narratives and diagrams.
- Functional vs. non-functional requirements.
- Capturing alternate flows and exceptions.



## Module 3

# Data Analysis & Visualization (6 Weeks)

### Overview:

Master the skills to analyze business data, build dashboards, and provide actionable insights.

### Detailed Topics:

#### Business Statistics for BA

- Descriptive statistics (mean, median, mode, standard deviation).
- Inferential statistics (hypothesis testing, t-tests, chi-square tests).
- Probability distributions & confidence intervals.

#### SQL for Business Analysis

- Basics: SELECT, WHERE, GROUP BY, ORDER BY.
- Joins (INNER, LEFT, RIGHT, FULL).
- Subqueries & nested queries.
- Window functions (RANK, ROW\_NUMBER, PARTITION BY).

#### Visualization Tools: Power BI & Tableau

- Data cleaning & connection.
- Building interactive dashboards.
- Storytelling with data: filters, slicers, drill-downs.

#### Data-Driven Decision Making

- KPIs & metrics design.
- Churn analysis, customer segmentation.
- Forecasting with historical data.

## Module 4

# Agile Business Analysis & Tools (5 Weeks)

### Overview:

Equip yourself with Agile-focused skills and collaboration tools used in every top company.

### Detailed Topics:

#### Agile vs. Waterfall Methodologies

- Pros & cons of both.
- Hybrid approaches in enterprises.

#### Agile Ceremonies

- Daily standups, sprint reviews, retrospectives.
- Backlog grooming & refinement

#### Collaboration Tools

- Jira: creating epics, stories, tasks, and sprints.
- Confluence: creating requirement documents, wikis.
- Miro: wireframing, mind mapping, and journey mapping.

#### Prioritization Frameworks

- MoSCoW prioritization.
- Kano model for feature prioritization.
- Weighted scoring models.

#### Sprint Planning

- Writing epics & breaking them into stories.
- Estimation techniques: story points, t-shirt sizing.
- Grooming backlog for releases.



## Module 5

# Strategy & Domain Applications (6 Weeks)

### Overview:

Apply BA concepts across industries and learn strategy frameworks to make impactful decisions.

### Detailed Topics:

#### Business Strategy Frameworks

- SWOT analysis.
- PESTLE analysis.
- Balanced Scorecard & KPI design.

#### Product Management Basics

- Roadmaps & release planning.
- MVP design and validation.
- Feature prioritization.

#### Domain-Specific Applications

- **Banking & Finance:** Loan approval process, compliance reporting.
- **E-commerce:** Shopping cart optimization, pricing strategies.
- **Healthcare:** Patient data flow, treatment efficiency.
- **HR & Operations:** Workforce analytics, attrition analysis.

## Module 6

# Advanced Business Analysis & Tools (5 Weeks)

### Overview:

Go beyond basics and tackle enterprise-scale BA challenges.

### Detailed Topics:

#### Risk Management & Business Continuity Planning

- Identifying project risks.
- Creating contingency & mitigation strategies.

#### Advanced Requirement Analysis

- Gap analysis for system improvements.
- Impact analysis of change requests.
- Dependency mapping.

#### Data-Driven Forecasting

- Forecasting with Excel: regression models.
- Predictive analytics with BI tools.

#### Automation for BA

- RPA (Robotic Process Automation) basics.
- Identifying processes suitable for automation.

#### Documentation Standards

- SOP creation.
- Governance frameworks for compliance-heavy industries.



## Module 7

# Certification Prep & Career Launchpad (4 Weeks)

### Overview:

Prepare for certifications & career transition with strong portfolio and interview prep.

### Detailed Topics:

#### Certification Prep

- ECBA® syllabus deep dive.
- CCBA® prep: case-study based practice.
- Mock tests and timed simulations.

#### Resume & LinkedIn Optimization

- Framing BA achievements in business terms.
- Creating a recruiter-ready profile.

#### Portfolio Building

- Collection of BRDs, RTMs, dashboards, analysis reports.
- Structuring domain-focused case documentation.

#### Interview Preparation

- KPIs & metrics design.
- Churn analysis, customer segmentation.
- Forecasting with historical data.

# Industry-Ready Projects

Hands-on experience with flagship projects that mirror real-world Business Analyst responsibilities. Each project is designed to give you the expertise to analyze, design, and deliver solutions in line with industry standards.



## Optimising Customer Churn Models for a Retail Brand

- Built data preprocessing scripts for multi-channel sales & customer data.
- Developed a predictive churn model using Random Forest + Gradient Boosting.
- Designed an executive-ready dashboard with customer retention insights.



## Building an AI-Driven Sales Forecasting Dashboard

- Applied time-series forecasting models (ARIMA + Prophet).
- Built an interactive Power BI/Tableau dashboard for revenue predictions.
- Delivered a model performance report with MAPE & accuracy benchmarks.



## Market Basket Analysis for E-commerce Upselling

- Implemented association rule mining (Apriori / FP-Growth).
- Built a cross-sell strategy matrix for product bundling.
- Developed a prototype of an automated suggestion engine.



## Financial Risk Scoring for SME Loan Applications

- Designed an end-to-end ETL pipeline for credit bureau + bank data.
- Built a risk scoring model with ROC curve and AUC metrics.
- Delivered a decision support tool for lenders with scenario testing.



# Domain-Driven Case Studies

Work on curated projects across finance, retail, healthcare, HR, and technology — designed to give you practical deliverables and make you industry-ready.

<b>Retail (Omnichannel Store Funnel)</b>	Redesigned customer sales funnel by analyzing drop-offs → delivered dashboards & process improvements that boosted conversions.
<b>Telecom (Churn Prevention)</b>	Identified at-risk customers using SQL & BI models → proposed retention strategies with measurable ROI.
<b>E-commerce (Dynamic Pricing &amp; CLV)</b>	Built dynamic pricing models and CLV analysis → recommended discounting & promotions to maximize margins.
<b>Banking (Loan Default Risk Signals)</b>	Built models to detect early loan default risks → redesigned underwriting rules to balance risk and approvals.
<b>Healthcare (Hospital Patient Flow)</b>	Optimized ER wait times & bed turnaround → mapped bottlenecks and implemented KPI-driven changes.
<b>HR (Attrition &amp; Workforce Planning)</b>	Built attrition heatmaps & workforce planning models → proposed upskilling vs. hiring strategies to cut employee churn.
<b>B2B Sales (Pipeline Forecasting)</b>	Analyzed CRM pipeline slippages → improved forecast accuracy with new dashboards & governance.
<b>Marketing (ROAS Optimization)</b>	Analyzed ad spend across multiple channels → built dashboards & testing frameworks to maximize Return on Ad Spend (ROAS).

# Defining Your Outcomes

Outcome-driven learning that transforms you into an industry-ready Business Analyst, equipped with globally in-demand skills to solve business problems with data, tools, and strategy.

## What you'll master:

### Strong Business Analysis Foundations

- Master requirement gathering, stakeholder management, and documentation with industry frameworks (BRD, FRD, RTM).
- Develop the ability to analyze processes, identify gaps, and propose solutions.
- Build confidence in handling end-to-end BA workflows across multiple industries.

### Data Analysis & Visualization Mastery

- Write SQL queries to extract, clean, and analyze business data.
- Use Power BI & Tableau to design executive-ready dashboards.
- Translate raw datasets into strategic insights and KPIs for decision-making.

### Agile & Tools Proficiency

- Operate as a BA in Agile environments with user stories, epics, and sprints.
- Master tools like Jira, Confluence, and Miro for collaboration and project delivery.
- Apply prioritization frameworks (MoSCoW, Kano, INVEST) for effective backlog management.



# Defining Your Outcomes

Outcome-driven learning that transforms you into an industry-ready Business Analyst, equipped with globally in-demand skills to solve business problems with data, tools, and strategy.

## What you'll master:

### Hands-on Project Portfolio

- Work on flagship BA projects: churn analysis, sales forecasting, loan risk scoring, and process re-engineering.
- Create a professional portfolio of dashboards, reports, and documentation.
- Gain the ability to showcase deliverables that impress recruiters and clients.

### Domain-Specific Applications

- Apply BA skills in Banking, E-commerce, Healthcare, HR, and Marketing.
- Build specialized models like loan risk signals, CLV analysis, pricing optimization, and workforce planning.
- Develop domain versatility, making you employable across multiple industries.

### Career Readiness & Certifications

- Prepare for ECBA® and CCBA® certifications with guided mock tests.
- Build an ATS-proof resume & LinkedIn profile tailored for BA roles.
- Train with mock interviews (HR + Technical) to crack BA job opportunities confidently.

# The Meritshot Edge

At MeritShot, we don't just teach tools — we shape industry-ready Business Analysts. Our curriculum blends requirements analysis, data analytics, visualization, Agile practices, and strategy into one seamless journey. You graduate not just job-ready, but future-ready

## Balanced Between Interviews + Real-World Skills

- Master requirement gathering, stakeholder communication, and documentation for real BA interviews.
- Build SQL queries, dashboards (Power BI/Tableau), and professional reports that mirror actual BA deliverables.

## Modular & Flexible Learning Paths

- Progress from foundations → data analysis → Agile → advanced strategy at your pace.
- Explore domain-focused tracks (Finance, Retail, Healthcare, HR, Marketing) based on your career goals.

## Hands-On Capstone Projects (Portfolio-Driven)

- Not toy projects — work on real-world case studies like churn prevention, pricing optimization, financial risk analysis, and patient flow improvement.
- Every deliverable is resume & portfolio-ready, giving you tangible proof of your BA expertise.

## Covers the Complete Business Analyst Lifecycle

- From requirement elicitation → process modeling → data analysis → visualization → Agile collaboration → strategy.
- Unlike generic programs, you don't just learn tools — you learn to analyze, document, visualize, and influence decisions as a true BA professional.



# Learn from the Industry's Leading Business Analysts

Guided by seasoned BA professionals — Mentors who've driven real transformations in finance, retail, healthcare, and tech, and know what it takes to thrive as a Business Analyst.



## **Mahak Dhiman**

**4+ years experience**

Business Analyst with 4+ years of experience in requirement gathering, process analysis, and data-driven insights. Skilled at bridging business and tech teams, she creates solutions that improve efficiency and user experience. Passionate about problem-solving and driving business growth.



## **Jhansi**

**5+ years experience**

With 5+ years at TCS, Jhansi specializes in requirement gathering, process mapping, and stakeholder management. She has delivered impactful projects across diverse domains, ensuring smooth collaboration between business and technical teams. Known for her analytical mindset and problem-solving skills.



## **Vaishali Tomar**

**4+ years experience**

Business Analyst with 4+ years of expertise in analyzing processes, gathering requirements, and delivering efficient solutions. She works closely with stakeholders and technical teams to ensure successful project outcomes. Passionate about process improvement and creating measurable business impact.



## **Priyansh Sharma**

**5+ years experience**

Experienced Business Analyst with 5+ years in process analysis, documentation, and stakeholder engagement. Known for his problem-solving skills and user-focused approach, he delivers solutions that streamline collaboration and enhance business efficiency.



# Earn Your Meritshot Certificate

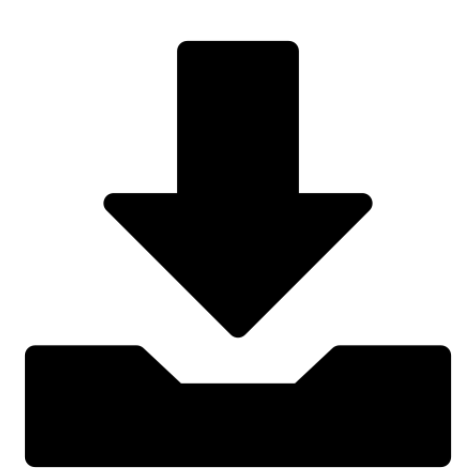
A globally recognized proof of your Business Analytics expertise — showcase your skills and stand out to employers with MeritShot's industry-vetted credential.





# How to Enroll?

## Your Next Steps



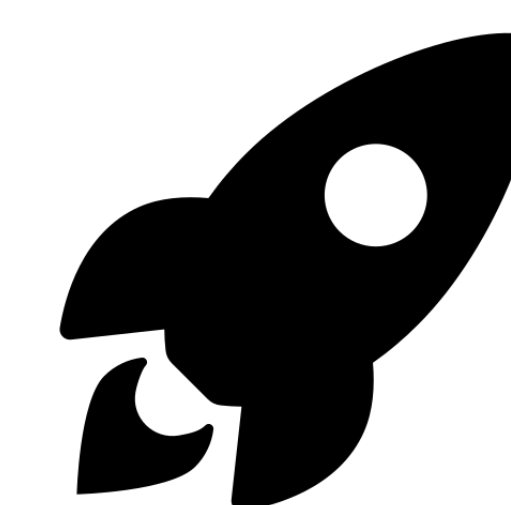
### Download Brochure

Get complete curriculum details and program information



### Get in Touch with us

Speak with our experts to explore specialisations, career paths, and program fit



### Start Your Journey

Join the next batch and make a promise to transition your career.

## Start Your Journey with Meritshot

### 1. Hassle-Free Registration

Sign up on meritshot.com or connect with our counsellor to begin your journey.

### 2. Choose Your Track

Pick the batch that suits you: Beginner or Advanced, based on your current skill level.

### 3. Batch Allotment & Kickstart

Get onboarded into your chosen track with flexible payment options and start learning.

**Enroll Now →**



# Meritshot

# THANK YOU

## Need more insights?

Our counsellors will guide you on enrollment, specialisations, and career opportunities.

**GET IN TOUCH →**