

A **Master in Data Analytics** is a postgraduate degree focused on the theory & Practical, techniques, and tools required to gather, analyze, interpret, and present complex data. The program is designed to equip students with a blend of skills in statistics, programming, data visualization, and machine learning. Here's what it generally involves:

## . Core Areas of Study

- **Statistics and Probability:** Understanding statistical methods and probabilistic models is crucial for analyzing data accurately.
- **Data Mining and Machine Learning:** Techniques to identify patterns, make predictions, and draw insights from large datasets.
- **Programming:** Proficiency in languages like Python, R, SQL, or SAS for data manipulation and analysis.
- **Data Visualization:** Using tools like Tableau, Power BI, and Matplotlib to create visual representations of data.
- **Big Data Technologies:** Working with technologies like Hadoop, Spark, and cloud services (AWS, Azure) to handle large-scale data.
- **Business Intelligence:** Learning how data insights can drive strategic decision-making in businesses.

## Course Designed -

- Introduction to Data Science
- Machine Learning
- Data Mining
- Statistical Analysis
- Data Engineering
- Predictive Analytics
- Ethical and Legal Aspects of Data

## Industry Demand

Data analytics is in high demand across industries like finance, healthcare, technology, e-commerce, and marketing. Companies are leveraging data insights to optimize operations, understand customer behaviour, and innovate their services.

