



# CERTIFICATION PROGRAM ON DATA ANALYSIS USING EXCEL & SPSS 31<sup>st</sup> March & 1<sup>st</sup> April 2018

## OBJECTIVES OF THE PROGRAM

The Certification program aims to provide hands on training to the participants on application of Data Analytics tools which are vital for effective decision making.

## TARGET AUDIENCE

- This program is designed for :
- Sales executives, Managers, Business Executives, BBA, MBA, B.Com, M.Com, B.Tech and M.Tech students who desire to hone their Data Analytics skills.

## HIGHLIGHTS OF THE PROGRAM

The content of the program would be delivered through practical approach using Data Analytics software.

## PROGRAM STRUCTURE

1. Data Analysis : An Overview
2. Type of Scales in Questionnaires
3. Basic Statistical Analysis in MS Excel & SPSS (Central Tendency, Dispersion, Correlation)
4. Hypothesis Testing through Parametric & Non –Parametric Tests in SPSS  
(Reliability Test, t-test, Chi-Square Test, ANOVA)
5. Factor Analysis

## PROGRAM DETAILS

Date (S) :  
31<sup>st</sup> March & 1<sup>st</sup> April, 2018

Timings :  
9:30 am to 4:30 pm (Saturday)  
9:30 am to 4:30 pm (Sunday)

Registration Fee :  
Rs. 1000/-

Earlybird Registration  
(till 22 March)  
Rs. 500/-

Last date of Registration  
27 March, 2018

For Registration contact or SMS at :

**Mob. : 8107579186**

Register online at : [www.pimmanagement.org/  
pim\\_certregform.aspx](http://www.pimmanagement.org/pim_certregform.aspx)

**FACULTY OF MANAGEMENT**  
**PACIFIC ACADEMY OF HIGHER EDUCATION AND  
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