

## About IntelliPaat


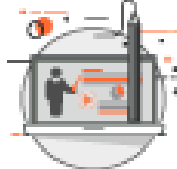
IntelliPaat is a fast growing professional training provider that is offering training in over 150 most sought-after tools and technologies. We have a learner base of 700,000 in over 32 countries and growing. For job assistance and placement we have direct tie-ups with 80+ MNCs.

### Key Features of IntelliPaat Training :

 <b>24X7</b>				
<b>Life Time Support and Assistance</b>	<b>Real Time Projects</b>	<b>Life Time Access and Free Upgrade</b>	<b>Job Assistance</b>	<b>Industry Recognised Certification</b>

## About the Course

This is a complete Data Science bootcamp specialization training course from IntelliPaat that provides you detailed learning in data science, data analytics, project life cycle, data acquisition, analysis, statistical methods and machine learning. You will gain expertise to deploy Recommenders using Apache Mahout, data analysis, data transformation, experimentation and evaluation.

	<b>Instructor Led</b> <b>Duration – 30 Hrs</b> <b>Weekend Batch – 3 Hrs/Session</b>		<b>Self paced</b> <b>Duration – 28 Hrs</b>
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## Why Take This Course ?

There is a serious shortage of Data Scientists and this is a major concern for Top MNCs around the world. All this means the major corporations are ready to pay top dollar salaries for professionals with the right Data Science skills. This Training Course equips will all the latest technologies in Big Data, analytics, and R programming. Thus you can easily take your career to the next level after completion of this Course.

- ❖ Data Scientist is the best job of the 21st century - Harvard Business Review
- ❖ Global Big Data market to reach \$122B in revenue by 2025 – Frost & Sullivan
- ❖ The US alone could face a shortage of 1.4 -1.9 million Big Data Analysts by 2018 – Mckinsey



## Course Contents

<p><b>Introduction to Data Science and Statistical Analytics</b></p> <ul style="list-style-type: none"> <li>❖ Introduction to Data Science</li> <li>❖ Use cases</li> <li>❖ Need of Business Analytics</li> <li>❖ Data Science Life Cycle</li> <li>❖ Different tools available for Data Science</li> </ul>	<p><b>Hands on Exercises</b></p> <p>NA</p>
<p><b>Introduction to R</b></p> <ul style="list-style-type: none"> <li>❖ Installing R and R-Studio</li> <li>❖ R packages</li> <li>❖ R Operators</li> <li>❖ if statements and loops (for, while, repeat, break, next),</li> <li>❖ switch case</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ R studio &amp; its environment Introduction</li> <li>❖ Basic Operations</li> <li>❖ Conditional Statments</li> <li>❖ Control flow statments</li> </ul>
<p><b>Data Exploration, Data Wrangling and R Data Structure</b></p> <ul style="list-style-type: none"> <li>❖ Importing and Exporting data from external source</li> <li>❖ Data exploratory analysis</li> <li>❖ R Data Structure (Vector, Scalar, Matrices, Array, Data frame, List)</li> <li>❖ Functions</li> <li>❖ Apply Functions</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Data Types in R</li> <li>❖ Data Structures in R (vector, list, complex, data frame etc)</li> <li>❖ Importing files (text, csv, db, json)</li> <li>❖ Functions in R (build-in &amp; custom functions)</li> <li>❖ Data Wrangling (subset, NA impuation, sampling data into test and train, Normalization)</li> </ul>
<p><b>Data Visualization</b></p> <ul style="list-style-type: none"> <li>❖ Bar Graph (Simple, Grouped, Stacked)</li> <li>❖ Histogram, Pi Chart</li> <li>❖ Line Chart</li> <li>❖ Box (Whisker) Plot, Scatter Plot, Correlogram</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Visualization importance</li> <li>❖ Graphs with base pacakge: Bar Graph, Line Graph, box plot, scatter plot</li> <li>❖ ggplot2 package: Bar graph, linegraph, box plot, scatter plot, color &amp; shape importance</li> </ul>
<p><b>Introduction to Statistics</b></p> <ul style="list-style-type: none"> <li>❖ Terminologies of Statistics</li> <li>❖ Measures of Centers</li> <li>❖ Measures of Spread</li> <li>❖ Probability</li> <li>❖ Normal Distribution</li> <li>❖ Binary Distribution</li> <li>❖ Hypothesis Testing</li> <li>❖ Chi Square Test</li> <li>❖ ANOVA</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Hypothesis Testing(z-score, t-test, chi-square test) using R</li> <li>❖ Understand Mean, Median, Mode, variance &amp; standard devication in R</li> <li>❖ Learn probability, conditional probability, Confusion Matrix, bayes Theorem.</li> </ul>
<p><b>Predictive Modeling – 1 ( Linear Regression)</b></p> <ul style="list-style-type: none"> <li>❖ Supervised Learning - Linear Regression</li> <li>❖ Bivariate Regression</li> <li>❖ Multiple Regression Analysis</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Data preprocessing</li> <li>❖ Build a Linear Regression model using R</li> <li>❖ Understand the results and evaluation</li> </ul>

<ul style="list-style-type: none"> <li>❖ Correlation( Positive, negative and neutral)</li> <li>❖ Industrial Case Study</li> <li>❖ Machine Learning Use-Cases</li> <li>❖ Machine Learning Process Flow</li> <li>❖ Machine Learning Categories</li> </ul>	<p>Metrics (RMSE, MAPE)</p>
<p><b>Predictive Modeling – 2 ( Logistic Regression)</b></p> <ul style="list-style-type: none"> <li>❖ Logistic Regression</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ What is Linear &amp; Non-Linear Data</li> <li>❖ Binary class</li> <li>❖ Multiclass classification</li> <li>❖ Create logistic model, Prediction, importance of Threshold</li> <li>❖ Evaluation metrics for logistic, Accuracy, Precision</li> <li>❖ ROC curve analysis</li> <li>❖ Kappa metric</li> </ul>
<p><b>Decision Trees</b></p> <ul style="list-style-type: none"> <li>❖ What is Classification and its use cases?</li> <li>❖ What is Decision Tree?</li> <li>❖ Understand Root and leaf node of Decision Trees</li> <li>❖ Algorithm for Decision Tree Induction</li> <li>❖ Understand Information Gain &amp; Entropy in Decision Trees &amp; their importance</li> <li>❖ rpart&amp; C5.0 Decision Tree Algorithms</li> <li>❖ Accuracy, Precision, Recall, F1 Score of classifier</li> <li>❖ Creating a Perfect Decision Tree</li> <li>❖ Confusion Matrix</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Entropy, Information Gain</li> <li>❖ rpart&amp; C5.0 Decision Tree Algorithms</li> <li>❖ Accuracy, Precision, Recall, F1 Score of classifier</li> </ul>
<p><b>Random Forest</b></p> <ul style="list-style-type: none"> <li>❖ Random Forest</li> <li>❖ What is Naive Bayes?</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Understanding Random forest with an example</li> </ul>
<p><b>Unsupervised learning</b></p> <ul style="list-style-type: none"> <li>❖ What is Clustering &amp; its Use Cases</li> <li>❖ What is K-means Clustering</li> <li>❖ What is Canopy Clustering</li> <li>❖ What is Hierarchical Clustering</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Clusteing(Aglomerative or divisive)</li> <li>❖ K-means clustering and graphs</li> <li>❖ Hierarchical clustering</li> </ul>
<p><b>Association Analysis and Recommendation engine</b></p> <ul style="list-style-type: none"> <li>❖ Market Basket Analysis (MBA)</li> <li>❖ Association Rules</li> <li>❖ Apriori Algorithm for MBA</li> <li>❖ Introduction of Recommendation Engine</li> <li>❖ Types of Recommendation – User-Based and Item-Based</li> <li>❖ Recommendation Use-case</li> </ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"> <li>❖ Building a recommendation engine using R</li> </ul>

<p><b>Sentiment Analysis</b></p> <ul style="list-style-type: none"><li>❖ Introduction to Text Mining</li><li>❖ Introduction to Sentiment</li><li>❖ Setting up API bridge between R and Twitter Account</li><li>❖ Extracting Tweet from Twitter Acc</li><li>❖ Scoring the tweet</li></ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"><li>❖ R code to get twites using Twitter API</li><li>❖ Sentiment Analysis of twites for either Positive sentiment or Negative sentiment.</li></ul>
<p><b>Time Series</b></p> <ul style="list-style-type: none"><li>❖ What is Time Series data</li><li>❖ Time Series variables</li><li>❖ Different components of Time Series data</li><li>❖ Visualize the data to identify Time Series Components</li><li>❖ Implement ARIMA model for forecasting</li><li>❖ Exponential smoothing models</li><li>❖ Identifying different time series scenario based on which different Exponential Smoothing model can be applied</li><li>❖ Implement respective ETS model for forecasting</li></ul>	<p><b>Hands on Exercises</b></p> <ul style="list-style-type: none"><li>❖ Real Time hands on with stock price data of any organization.</li><li>❖ Understand the Components of Time Series (Trend, Randomness, Sesionality)</li><li>❖ Build an ARIMA Model to predict the future stock price.</li></ul>

## Data Science Project

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### Project 1 – Understanding Cold Start Problem in Data Science

**Topics:** This project involves understanding of the cold start problem associated with the recommender systems. You will gain hands-on experience in information filtering, working on systems with zero historical data to refer to, as in the case of launching a new product. You will gain proficiency in working with personalized applications like movies, books, songs, news and such other recommendations. This project includes the following:

- ❖ Algorithms for Recommender
- ❖ Ways of Recommendation
- ❖ Types of Recommendation -Collaborative Filtering Based Recommendation, Content-Based
- ❖ Complete mastery in working with the Cold Start Problem.

### Project 2 – Recommendation for Movie, Summary

**Topics:** This is real world project that gives you hands-on experience in working with a movie recommender system. Depending on what movies are liked by a particular user, you will be in a position to provide data-driven recommendations. This project involves understanding recommender systems, information filtering, predicting 'rating', learning about user 'preference' and so on. You will exclusively work on data related to user details, movie details and others. The main components of the project include the following:

- ❖ Recommendation for movie
- ❖ Two Types of Predictions – Rating Prediction, Item Prediction
- ❖ Important Approaches: Memory Based and Model-Based
- ❖ Knowing User Based Methods in K-Nearest Neighbor
- ❖ Understanding Item Based Method
- ❖ Matrix Factorization
- ❖ Decomposition of Singular Value
- ❖ Data Science Project discussion
- ❖ Collaboration Filtering
- ❖ Business Variables Overview

### Case Study

#### The Market Basket Analysis (MBA) case study

This case study is associated with the modeling technique of Market Basket Analysis where you will learn about loading of data, various techniques for plotting the items and running the algorithms. It includes finding out what are the items that go hand in hand and hence can be clubbed together. This is used for various real world scenarios like a supermarket shopping cart and so on.

## What makes us who we are

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RiteshBhagwat

“With over a decade of experience as an Oracle Business Intelligence Architect, I was able to pursue my dream career by mastering Data Science and now there’s no stopping me” ....[Read More!](#)

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