

THE TIMES OF INDIA

Numbers matter — mission admission — living the big data


With colleges offering multiple options under each discipline, picking the right course that gives careers a push often becomes a challenge. While some are spoilt for choice, most are confused and end up making uninformed decisions.

Gone are the days when data sheets printed in dotmatrix printers were consigned to the dustbins. Today, data itself is revenue. It sets trends, shapes products and influences opinions. Data, in whichever form it is, cannot be ignored today. It is a treasure trove, a perennial mine always there to be dug deep.

Often called the 'sexiest job' of the century, data analysis has become relevant in every industry. Said managing director of Dun and Bradstreet Technologies, Ganesh S, "The analytics industry has come of age in the last 15 years. This is because of a steep drop in the costs of storing data. Today the cost of storing 1TB data is equal to that of the cost for storing 1megabyte 15 years ago. This has helped organizations store data at the miniscule level and use them to understand customers."

ANNALS OF ANALYTICS Mail your feedback and queries about career options or courses to missionadmission.toichennai@gmail.com

ANALYTICS HAS TRANSFORMED DATA INTO A TREASURE TROVE. IT SETS TRENDS, SHAPES PRODUCTS AND INFLUENCES OPINIONS. VIRTUALLY EVERY INDUSTRY TODAY NEEDS DATA ANALYTICS PROFESSIONALS



WHERE TO GO

- > Vellore Institute of Technology, Vellore and Chennai
- > SRM University, Chennai
- > Great Lakes Institute of Management, Chennai
- > Indian Institute of Management, Bengaluru
- > Indian Institute of Management, Kolkata
- > Indian School of Business, Hyderabad
- > Indian Institute of Management, Ahmedabad
- > Jigsaw Academy, Bengaluru

ADMISSION PROCEDURE

Eligibility

- > Any graduate can do a PG diploma in data analytics
- > Some universities offer MTech or MS in big data management for which graduates in computer science engineering and information technology are eligible

SALARY TRENDS

CITY	AVG PACKAGE (IN LAKHS P.A.)
Chennai	8.1
Bengaluru	9.8
Dehi/NCR	9.4
Mumbai	9.9
Pune	8.7
Hyderabad	8.5

INDUSTRY	AVG PACKAGE (IN LAKHS P.A.)
Ecommerce	12.9
Retail/FMCG	12
Telecom	10.8
Utility/Manufacturing	10.7
Financial services	9.2
IT/ITES	8.8
Pharma	8.1
Media/Advertising	7.5

Source: Analytics India Salary Study 2015



SCOPE AFTER COURSE

JOB PROFILES

- Analyze business models
- Explore market trends for industries and companies
- Be involved in ratings and surveys
- Interpret local and market trends
- Track and analyse activities on social media platforms and applications

Besides informing the common man, and read the customer in business terms, big data has also enabled the industry develop products tailored to suit the needs of the end user. "Some areas where analytics can play key roles are improved speed and accuracy of customer decisions, development of differentiated products based on customers' needs and risk profiles, efficient capital deployment and reduction in operational costs through enhanced automation in routine decisions," automation in routine decisions," said Ganesh. This allows businesses to become more consistent, competitive and customer centric, he said. But while the whole business sounds too technical, anyone can become a data analytics professional. Any graduate with work experience is eligible to pursue a course in analytics. However, some courses are restricted to certain sectors. For example, a two-year postgraduate programme in big data management is specific to computer science engineering and information technology graduates.

Bappaditya Mukhopadhyay , programme director in business analytics at Great Lakes Institute of Management in Gurgaon, said that today any statement or comment is expected to be analyzed statistically. "This question was relevant earlier too, but there was no technology to collate the data. As the availability of data improved, courses in data analytics started gaining momentum," he said. SVM Sri Ajay Pennada, a student of the business analytics course at Great Lakes Institute of Management, Chennai spoke about his experience and the need for pursuing the course. "A senior colleague and I work on a lot of data. We felt that we need to understand the trends and pattern of our customers to help us deliver better. So, both of us wanted to do a course on data analytics while continuing our jobs," said Pennada. "This course has helped us understand how to interpret data, understand them and deliver better solution to our clients."

Data analytics is also a decently paying profession. According to a survey by Analytics India, the average yearly salary paid at the entry level to a professional is around Rs 9 lakh in the country.

Story can be read at - <http://timesofindia.indiatimes.com/home/education/Numbers-matter-mission-admission-living-the-big-data-dream/articleshow/47497930.cms>.