masai

Online Programmes | MICA THE SCHOOL OF IDEAS

CERTIFICATE PROGRAMME IN
BUSINESS ANALYTICS WITH AI
PAY AFTER PLACEMENT (PAP)

Learn to earn. Pay only when you get hired.



Business Analytics with AI

WHY THIS, WHY NOW?

Business Analytics is no longer limited to analysing data; it is about uncovering insights faster, making informed decisions and creating measurable business impact with the power of AI.

AI is rewriting how businesses decide. Gartner predicts that by 2027, half of all business decisions will be shaped by AI. Companies aren't replacing analysts with AI, they're re-arming the ones who know how to use it, and leaving the rest behind.

41% annual growth of Data & AI roles
the fastest-growing job category worldwide

Source: World Economic Forum

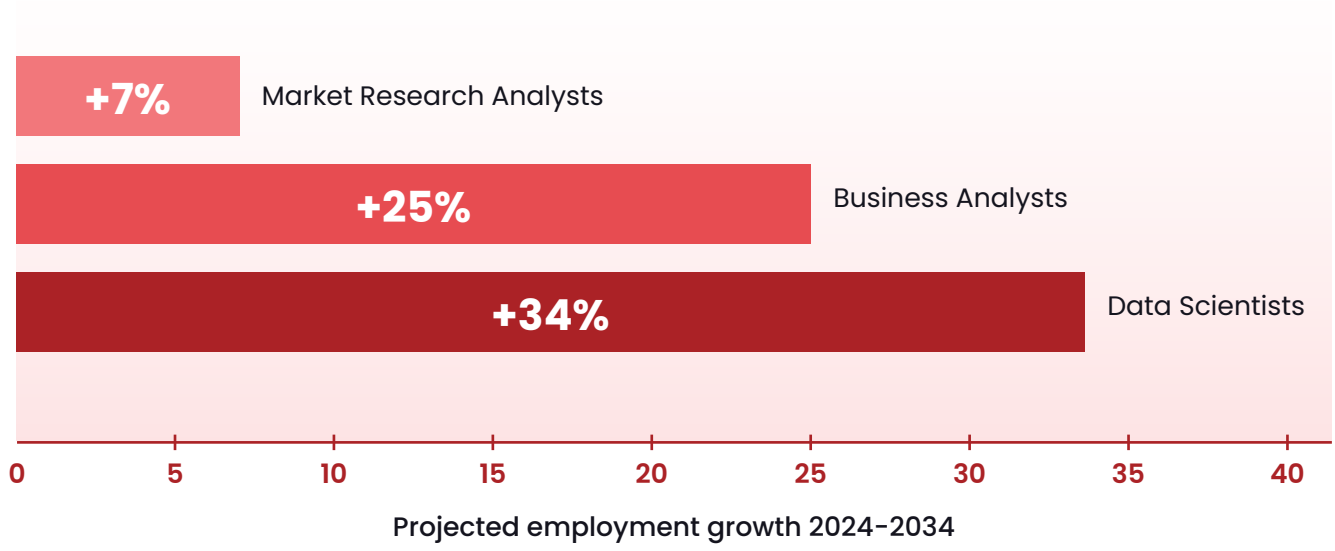
45% of Data & Analytics job postings now
call for AI skills the highest of any field tracked

Source: Indeed Hiring Lab

70% of organisations rely on analytics platforms
and predictive insights

Source: The Economic Times

AI & Analytics Roles are among the fastest-growing jobs



Source: *U.S. Bureau of Labor Statistics, Employment Projections 2024-2034*

Who Is This Programme For?

Graduates

Build end-to-end Business Analytics capability across programming, databases, statistics and business intelligence.

How This Course Benefits You

- Master Python from foundations to Pandas, NumPy, EDA along with advanced SQL
- Apply Statistics and build interactive dashboards using Excel and Power BI while solving real business case studies and guesstimates.

Working Professional

Upgrade from functional reporting to advanced data-driven decision making using structured analytics frameworks.

How This Course Benefits You

- Strengthen technical depth with Python, advanced SQL querying and database schema design, enabling independent data extraction and transformation.
- Validate business decisions using inferential statistics (Z-tests, T-tests, Chi-Square, ANOVA) and deliver executive-ready insights through Excel dashboards and Power BI models using advanced DAX functions.

Career Switcher

Transition into Business Analytics through structured foundations, technical depth and real-world business application.

How This Course Benefits You

- Start with programming fundamentals, control flow and data structures, progress to Pandas, NumPy, visualisation and web data extraction and gain a strong command over SQL querying and database design principles.
- Build quantitative confidence with descriptive & inferential statistics and apply learning through case studies, guesstimation techniques, KPI analysis, Excel dashboards and Power BI reporting.

TOOLS YOU'LL MASTER

Python | SQL | Power BI | Jupyter Notebook | Microsoft Excel | AI Copilots

Pay After Placement Model

The Pay After Placement (PAP) model, offered by Masai in collaboration with MICA, is designed to make high-quality Business Analytics with AI education more accessible and outcome-oriented. Instead of bearing the full programme cost upfront, learners can begin their journey by paying a registration fee of ₹10,000, with the remaining fee deferred until they secure an eligible placement as per the programme terms.

This model reflects our commitment to learner success by aligning programme fees with career outcomes. Students gain access to a rigorous Business Analytics with AI curriculum, hands-on projects, industry-relevant tools, expert mentorship and dedicated career support, all of which are focused on helping them build successful careers in the analytics domain.

By reducing the upfront financial burden and linking fee payment to employment outcomes, the PAP model enables aspiring professionals to focus on learning, skill development and career growth with greater confidence.

Highlights

- **Low Upfront Cost:** Start your learning journey with a registration fee of just ₹10,000
- **Pay After Placement:** Pay the remaining programme fee only after securing an eligible job offer
- **Outcome-Focused Learning:** Designed to build job-ready skills that employers are actively seeking
- **Industry-Relevant Curriculum:** Learn practical Business Analytics and AI concepts through real-world applications and projects
- **Dedicated Placement Support:** Benefit from career coaching, interview preparation, resume building and hiring opportunities
- **Aligned for Your Success:** Our success is tied to your career outcomes, ensuring a strong focus on employability and placements

Programme Roadmap

How the PAP Journey Works

01

Register & Qualify

Pay ₹99 to take the Masai Qualifier Test. Clear the test to attend a counselling session

02

Reserve Your Seat

Pay ₹10,000 to confirm your enrolment and secure your place in the programme

03

Complete Unit 1

Participate in a mandatory 5-week foundation unit designed to assess your commitment and learning readiness

04

Qualify For PAP

Clear the Unit 1 Assessment and meet the required performance criteria to continue under the PAP model

05

Complete Onboarding

Sign the PAP agreement and complete the required programme documentation

06

Start Your Learning Journey

Begin the Business Analytics with AI programme and pay after securing a qualifying placement*

Important Note: *Students who do not meet the Unit 1 requirements or fail the Unit 1 Assessment will not continue in the programme. The enrolment fee is non-refundable.*

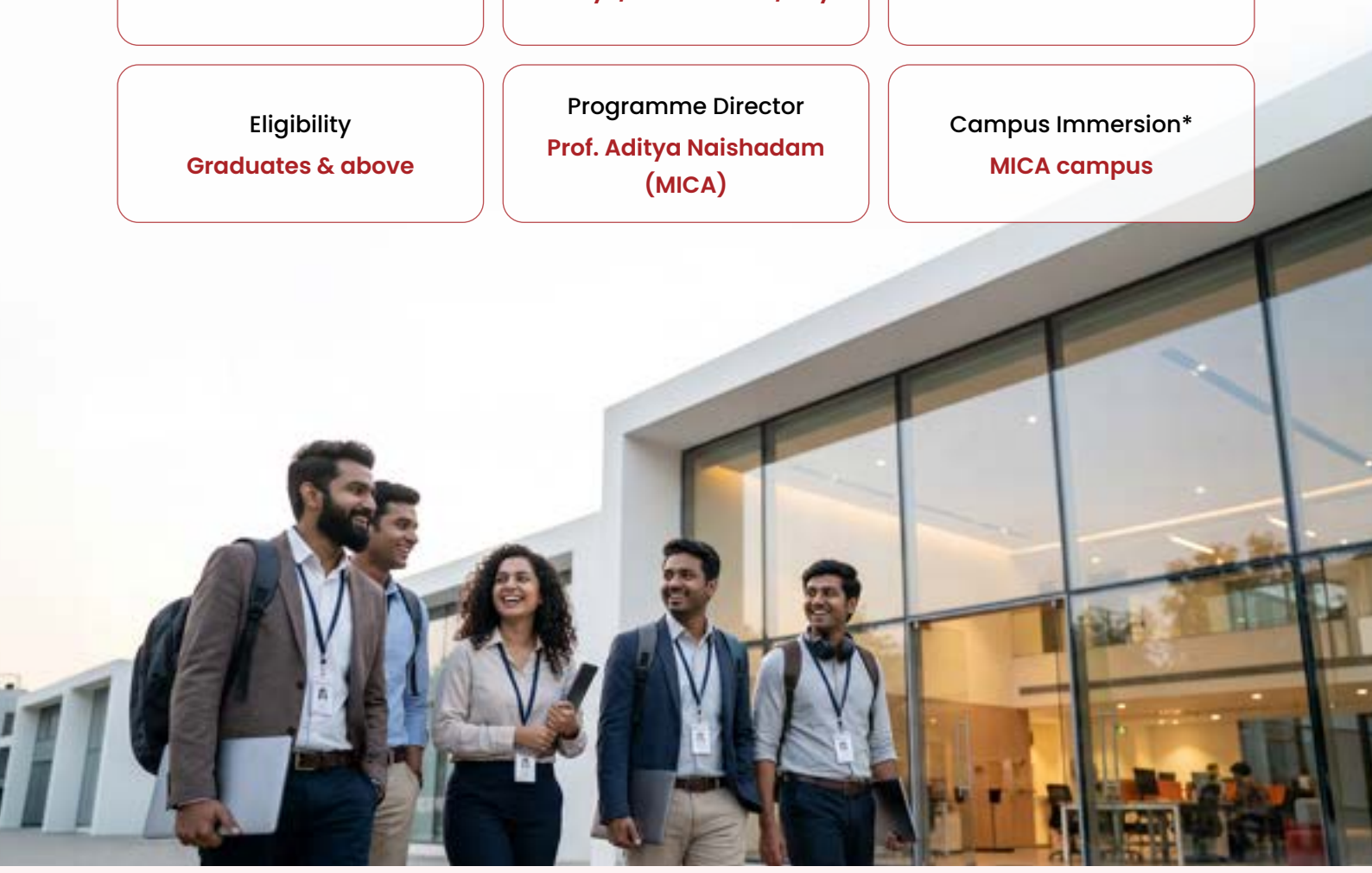
Programme Overview

What Will You Learn?

The Pay After Placement (PAP) Business Analytics with AI Programme is a structured, application-first learning journey designed for graduates, working professionals and freshers aspiring to build careers in business analytics.

Across the levels, Foundation, Core and Applied Analytics, learners develop in-demand skills in Excel, Python, SQL, Power BI, Statistics, Machine Learning and AI-powered Analytics through hands-on projects, real-world case studies and industry-relevant workflows. The programme culminates in a job-ready portfolio and the practical expertise required for roles such as Business Analyst, Marketing Analyst and Product Analyst.

Course Duration* **6 months**	Time Commitment* **5 Days/Week • 3 Hrs/Day**	Learning Mode **Online**
Eligibility **Graduates & above**	Programme Director **Prof. Aditya Naishadam (MICA)**	Campus Immersion* **MICA campus**



**The duration and weekly commitment are indicative. As this is a mastery-based programme, some learners may take longer to complete the programme and spend additional self-learning hours based on their pace.*

Campus immersion at MICA is optional and students may choose to attend at an additional cost.

Why Choose This Course?

Outcome-Driven Fee Structure	A learner-first model: students pay only an enrolment fee with the remaining fee payable after securing a placement
Expert Faculty and Industry Mentors	Learn from MICA's experienced faculty and industry mentors appointed by Masai through live, application-focused sessions
Strong Academic Rigor with Structured Curriculum	The curriculum covering Python, SQL, Statistics, Excel, Power BI and business case-solving
Industry-Ready Skill Development	The programme incorporates hands-on projects, case studies and guesstimates to prepare learners for real-world problem-solving
Campus Immersion* and Valedictory	Participants may choose to visit the MICA campus for curated academic interactions and experiential sessions, concluding with a formal valedictory ceremony
Peer Learning and Networking Opportunities	Collaborate with a diverse cohort of graduates, professionals and early-career builders through group activities and peer reviews

**An additional fee of ₹5,000 per participant per day is applicable for the optional campus immersion. Travel and accommodation expenses must be borne by the participant.*



*Certificate Eligibility: Learners must achieve a minimum assessment threshold of **60% in each unit***

Our MICA Faculty



Prof. Aditya Naishadam
Faculty, MICA
Programme Director

Prof. Aditya Naishadam is a Purdue University graduate and a Gold Medallist from MICA's PGDM-C programme in Market Research & Analytics. He brings over six years of industry experience in predictive analytics, machine learning and marketing analytics. He has been associated with MICA as a faculty member, contributing to teaching and course design in the areas of data science and analytics.

Prof. Aditya currently teaches Machine Learning and Marketing Analytics at MICA, integrating industry practice with academic learning. He also continues to work on AI and analytics projects while mentoring aspiring data professionals and promoting an application-driven approach to data science.



Prof. Sunita Mall
Associate Professor, Business Management

Dr. Sunita Mall holds a PhD and M.Phil. in Statistics from Utkal University, along with an M.Sc. in Statistics. She has also completed the Executive Programme in Business Analytics from IIM Calcutta and a Certificate Programme in Digital Marketing with Applied Analytics.

She specialises in quantitative techniques and data analytics and serves as Programme Director for MICA's executive online programme in Digital Strategy and Marketing Analytics. She teaches across MICA's MBA, FPM and online programmes, as well as at select IIMs.

With prior consulting experience across insurance, banking and startups, her expertise includes fraud analytics, credit scoring, anomaly detection and business analytics. Her research spans fraud, credit scoring, cross-selling, insurance penetration, stock market volatility and neobanking, with publications in ABDC-rated journals and presentations at international conferences.



Dr. Ashutosh Yadav
Assistant Professor, Finance

Dr. Ashutosh Yadav is a finance and financial analytics academic specialising in BFSI, FinTech, financial markets, financial econometrics, and data-driven decision-making. His teaching experience spans banking, corporate finance, financial reporting, security analysis, portfolio management, accounting, and business analytics. His research focuses on financial markets, market microstructure, SME finance, digital transformation, sustainability, and emerging-market financial systems. He brings an applied approach to understanding business models, P&L structures, financial and operating KPIs, risk, customer economics, and analytical problem framing across contemporary sectors including BFSI and FinTech.



Dr. Vibhav Singh
Assistant Professor

Dr. Vibhav Singh is a marketing academic specialising in digital technology, e-commerce, and consumer behaviour, with particular expertise in dark patterns, digital nudges, and brand equity. His teaching experience spans marketing, consumer behaviour, and business analytics. His research focuses on manipulative online design practices in e-commerce and their impact on brand experience and brand equity, alongside broader interests in digital nudges and the convergence of marketing and technology. He brings an applied, industry-informed lens shaped by over five years in product management, digital strategy, and business consulting with organisations including Ernst & Young and IndiaMart, and has contributed peer-reviewed research as well as business case studies to Harvard Business Review and Ivey Publishing.

Note: *Faculties teaching your batch may change based on specific unit expertise, or circumstances such as personal emergencies, unavailability, etc.*

Programme Structure

Unit	Duration (Approx.)
Unit 1	5 Weeks
Unit 2	5 Weeks
Unit 3	5 Weeks
Unit 4	5 Weeks
Unit 5	5 Weeks
Unit 6	2-4 Weeks

Unit 1 (Foundation Unit)

The programme begins with a mandatory 5-week Foundation Unit. This level helps learners understand the programme while assessing their commitment, consistency, and readiness for the learning journey.

At the end of the Foundation Unit, learners must take a Foundation Assessment, which evaluates their understanding of the concepts covered during the unit.

If You Clear the Foundation Assessment

- You will progress to the main programme without any additional fee payment.
- The remaining programme fee is payable only after you secure a placement, as per the programme terms.

If You Do Not Clear, Withdraw or Miss the Foundation Assessment

- You will not progress to the main programme.
- You will receive a Letter of Participation (subject to meeting the required eligibility criteria)
- Your enrolment fee is non-refundable and no further payment is required

Note: *The Foundation Assessment is conducted only once and there will be no reassessment or re-test for learners who do not clear it.*

Course Curriculum

Unit 1 (Foundation Unit)

Business mindset and the basic technical toolkit every analyst needs from day one. Builds the conceptual scaffolding (P&L thinking, KPI logic, sector literacy, problem framing) before introducing Excel and Python as the first working tools.

Business Foundations & Analyst Mindset

- Week 1: P&L and KPI logic; sector literacy across D2C, SaaS, fintech, quick-commerce and BFSI; problem framing and hypothesis trees; stakeholder mapping.
- Week 2: AI tools onboarding with the "prompt then verify" discipline; one-pager memo craft baseline; integrated business diagnostic practice.

Mini-Project

Business diagnostic for a chosen Indian D2C company. Construct a KPI tree, frame 2-3 hypotheses about a real business problem and write a one-page memo using AI as a research co-pilot.

SQL for Analysts

- Week 3: SELECT, WHERE with full operator coverage (IN, BETWEEN, LIKE, IS NULL), ORDER BY, LIMIT and string/numeric/date functions.
- Week 4: aggregates, GROUP BY, HAVING, all join types (inner/left/right/outer/self/cross), CASE WHEN and set operations (UNION, INTERSECT, EXCEPT).
- Week 5: subqueries (correlated, uncorrelated, EXISTS), CTEs, window functions (ranking, aggregate OVER with PARTITION BY, LAG, LEAD, FIRST_VALUE, ROWS BETWEEN frames) and schema literacy for analysts (fact and dimension tables, star schema as the basis for downstream dashboarding).

Mini-Project

Funnel diagnosis on an Indian e-commerce dataset. SQL-led decomposition of a checkout funnel for a D2C brand, isolate drop-off points by stage and segment and write a one-page insight memo with recommendations.

Course Curriculum

Unit 2

5 WEEKS

Develop practical Excel and Python skills to work with business data. Learn advanced Excel functions, Pivot Tables, Power Query and dashboards, along with Python programming, data structures, control flow, functions, file handling and data cleaning through hands-on mini projects.

Excel for Analysts

- **Week 6:** Math, string and date functions; conditional aggregations (SUMIFS, COUNTIFS, AVERAGEIFS); lookups (XLOOKUP, INDEX-MATCH); dynamic arrays (FILTER, UNIQUE, SORT).
- Week 7: Pivot tables with calculated fields, charts and slicers; PowerQuery for imports, transforms, append and merge; named ranges and structured tables.

Mini-Project

Operations dashboard for a D2C brand stakeholder. Build a single-file weekly performance dashboard using Excel and PowerQuery, with slicers for region and category filters.

Python Foundations

- Week 8: Working in Google Colab; data types (int, float, str, bool); data structures (lists, tuples, dicts, sets); indexing and slicing; control flow (if/else, for, while).
- Week 9: Functions and scope; list comprehensions; string methods; file I/O (CSV and text); basic exception handling.

Mini-Project

Lead-list processing script. Parse a CSV of D2C customer records, clean common issues (whitespace, casing, duplicates) and output summary counts by region and segment.

- **Week 10: Revision or backlog**

Course Curriculum

Unit 3

5 WEEKS

Advance your analytical skills by working with larger datasets using Pandas and NumPy. Learn data transformation, aggregation, visualisation, cohort analysis and build interactive Power BI dashboards using data modelling, DAX and visualisation best practices to support business decision-making.

Python for Data Analysis

- Week 11: Pandas DataFrames, indexing (loc and iloc), filtering, sorting, basic operations, NumPy arrays and broadcasting.
- Week 12: groupby operations, merge / join / concat (mirroring SQL intuition), pivot_table, melt, apply functions, lambda patterns.
- Week 13: date and time handling, resampling, data cleaning (missing values, duplicates, outliers, type conversions), visualisation with matplotlib and seaborn essentials

Mini-Project

Cohort analysis and retention case study on a SaaS or D2C subscription dataset. Build cohort tables and retention curves, define churn and write an insight memo with retention improvement recommendations.

Dashboarding with Power BI

- Week 14: Data connections and sources; Power Query M language basics; data modelling with relationships and star schema in Power BI; DAX (calculated columns, measures, time intelligence such as TOTALYTD and SAMEPERIODLASTYEAR).
- Week 15: Visualisation principles and chart selection; dashboard design and UX; data refresh; deployment via workspaces with sharing and permissions.

Mini-Project

CAC / LTV unit economics dashboard for a performance marketing team. Display CAC, LTV, payback period and ROAS across campaigns with executive-ready visual hierarchy.

Course Curriculum

Unit 4

5 WEEKS

Apply statistical techniques and business analytics to solve real-world problems. Learn hypothesis testing, A/B testing, marketing and product analytics, customer segmentation, funnel analysis, unit economics, and data-driven decision-making through business case studies.

Statistics & A/B Testing

- Week 16: Descriptive stats in practice, probability distributions (Normal, Binomial, Poisson, Bernoulli), sampling and bias, Central Limit Theorem intuition, confidence intervals, hypothesis testing framework (null and alternative, p-value, alpha, power, errors), tests (z, t, chi-square independence and goodness-of-fit, one-way ANOVA, correlation).
- Week 17: A/B testing framework (hypothesis, MDE, sample size, randomisation, guardrails, peeking, p-hacking, SRM), regression interpretation (coefficients, R-squared, residuals), logistic regression interpretation (log-odds).

Mini-Project

A/B test interpretation memo. Read a real test result and write a ship / no-ship recommendation with statistical reasoning and business implication.

Marketing & Product Analytics

- Week 18: Marketing analytics covering customer segmentation (RFM), CAC and LTV unit economics, marketing funnel analysis, campaign analytics and ROAS and attribution as conceptual literacy (last-click vs multi-touch, without MMM depth).
- Week 19: Product analytics and lifecycle covering product metrics frameworks (HEART, AARRR, North Star Metric thinking), product funnel analysis, retention curves revisited from a product lens, engagement and activation and integrated lifecycle storytelling.

Mini-Project

Marketing and product analytics case on a D2C or SaaS company (e.g., Mamaearth or Razorpay). Apply RFM segmentation and unit economics, evaluate funnel performance, identify a primary growth lever and present recommendations to a simulated stakeholder.

- Week 20: Revision or backlog

Course Curriculum

Unit 5

5 WEEKS

Leverage machine learning and AI to enhance business analytics. Build predictive models with scikit-learn, evaluate model performance, and use AI-powered tools to accelerate data analysis, coding, and business insights while applying critical validation techniques.

Applied ML and AI for the Modern Analyst

- Week 21: Applied ML with scikit-learn. Importing sklearn alongside pandas; train-test split discipline; linear regression for prediction (revenue, LTV); logistic regression for classification (churn yes/no); decision trees as a black-box predictor for comparison. All exercises use familiar datasets from Modules 5 and 8.
- Week 22: Model evaluation and improvement. Evaluation metrics (accuracy, RMSE, MAE, confusion matrix, AUC and ROC); cross-validation intuition; overfitting, underfitting and generalisation in practice; basic feature preparation and structured model comparison.
- Week 23: AI as analyst co-pilot covering prompt engineering for analyst tasks (SQL drafting, Python debugging, EDA acceleration), validation and "prompt then verify" discipline, Power BI Copilot and Excel Copilot in practical workflows, AI-augmented IDEs for analyst-coding tasks.
- Week 24: AI-augmented analyst workflows covering "chat with your data" prototype building (LLM with pandas DataFrame or SQLite), AI hallucination patterns on data tasks, when not to trust AI output and the critical-thinking framework for analyst verification.

Mini-Project

Predictive analyst toolkit case. Build a churn prediction model using sklearn on the familiar SaaS dataset from previous unit; use AI copilots to accelerate code drafting and interpretation; write a one-page analyst memo with model results, evaluation and business implications, plus a reflection on what AI accelerated and what required your own verification.

- **Week 25: Revision or backlog**

Unit 6 (Placement Readiness)

2-4 WEEKS

Learners who meet the required evaluation benchmarks throughout the programme will progress to the Placement Readiness Programme, where they will receive resume support, LinkedIn profile guidance, mock interview practice, interview preparation, communication skills training, and access to placement opportunities through Masai's hiring network.

Placement Evaluation Metrics

Attendance ≥ 90%
(Overall)

Assignment ≥ 80%
(Daily and weekly)

Assessment ≥ 60%
(Weekly and unit-end)

Students will also be evaluated on project submissions and academic integrity and code of conduct

Evaluation Outcomes

Based on performance, attendance, participation and completion of programme requirements, learners may receive one of the following outcomes:

Promotion: Learners who meet or exceed the required performance threshold, attendance and assignment requirements.

Discontinuation: Learner will be discontinued from the PAP programme if they:

- Do not meet the performance threshold after the Final Repeat attempt for the same unit. In such cases, the applicable dropout fee will apply
- Engage in plagiarism or academic misconduct.
- Fail to meet the minimum attendance, assignment or participation requirements

Important Note: *The PAP model is designed around discipline, consistency and employability. Regular participation, timely submissions and maintaining academic integrity are essential for continuing in the programme and remaining eligible for placement support under PAP.*

Fee Structure

Qualifier Test Fee
Non-refundable
₹99

Enrolment Fee
Non-refundable
₹10,000

Remaining Programme Fee
Pay only if you get placed

PAP Fee (Payable After Placement)

Placement CTC	One-Time Payment	EMI Option Through NBFC Partners
₹3.00 LPA – ₹4.99 LPA	₹1,80,000	₹6,944 /month x 36 months
₹5.00 LPA and Above	₹2,50,000	₹9,722 /month x 36 months

Important Note: *GST is applicable as per programme terms*

Drop-Out Clause

Units	Duration of Withdrawal	Drop-Off Fee
Unit 1*	Week 1 - Week 5	Non-refundable
Unit 2	Week 6 – Week 10	₹50,000
Unit 3	Week 11 – Week 15	₹1,00,000
Unit 4	Week 16 - Week 20	₹1,50,000
Unit 5	Week 20 Onwards	₹1,80,000

Note: *The ₹10,000 enrolment confirmation fee is non-refundable. These drop-out clauses also apply if you breach the Student Code of Conduct.*

About MICA

Established in 1991, MICA located in Ahmedabad, Gujarat is dedicated to creating leadership in Strategic Marketing and Communication. MICA, an autonomous, non-profit institution, offers a wide range of academic programmes including residential and online programmes.

MICA's spirit lies in its grasping of contemporary trends and sensibilities, addressing the needs of an ever-changing environment. The MICA brand assures effective delivery of Strategic Marketing and Communication solutions to the industry, government and community.

Today, it is the alma mater of professionals serving in leadership positions in some of the best-known companies in India and the world in marketing, brand management, research & analytics, advertising, media, digital and other related businesses.



Our EdTech Partner

About Masai

Established in 2019, Masai is the largest outcome-driven career school focused on unlocking the potential of India's untapped and underutilised talent. It is committed to redefining higher education by aligning learning with real career outcomes.

Since its inception, Masai has focused on bridging the gap between academia and industry through industry-aligned, project-based and hands-on programmes across high-demand domains such as Data Science, AI/ML, Full-Stack Development, Cybersecurity, Product Management, Digital Marketing and Business Analytics. Masai shares a unified vision of empowering learners with the skills, knowledge and practical exposure required to succeed in a rapidly evolving job market.

Masai by the numbers

Active Learners 40,000+	**Successful Placements** 10,000+	**Hiring Partners** 1,000+
Placement Rate 91%	**Average CTC** 6.9 LPA	**Families Lifted Out of Poverty** 1,000+

Masai PAP Alumni Success Stories



Aman Kashyap

Aman Kashyap, from Kanpur, Uttar Pradesh, dreamed of a career in technology. Financial constraints led him to work as a delivery executive and in leather factories. Seeking stability, he joined textile technology courses, but his passion was in computers. Enrolling in our web development course, he faced challenges without prior coding experience. A 12th-pass student, Aman honed his technical & communication skills with utmost dedication. His perseverance led to success as a Software Developer at Swiggy.

Delivery Partner > Swiggy
SDE I



Aparna Singh

Facing loss early, Aparna took responsibility for her family. Supported by her uncle and grandfather, she persevered. Despite challenges with English, she pursued an Honours degree. The pandemic hindered job prospects, leading her to discover our courses. Fully dedicated, she balanced household duties with our curriculum. Today, as an Application Engineer at Kapiva, Aparna has empowered herself, demonstrating her capabilities and rewriting her future through our programmes.

Fresher > Kapiva
Application Engineer



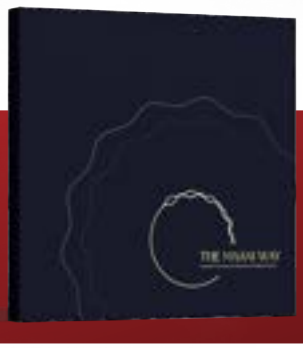
Hurmit Grover

Hurmit's journey began at 15 as a pizza delivery person. Wanting more than the traditional path, he prepared for a government job after school. Seeking a new direction, he enrolled in a full-stack web development programme. Despite no prior coding experience, he secured an SDE I role at Kapiva. Hurmit's talent and dedication led Kapiva to hire more skilled professionals.

SSC Aspirant > Kapiva
SDE I

The Masai Impact Book

To read more inspiring success stories from the Impact Book, visit:
www.masaischool.com/success-stories



Note: *The success stories featured here are from earlier Masai PAP programs conducted independently and do not represent outcomes associated from this programme or partnership.*

Hiring Partners

Uber | Paytm | OLA | DREAM11

ShareChat | SWIGGY | AJIO | BharatPe

GlobalLogic A Hitachi Group Company | J.P.Morgan | MPL | Capgemini

NOBROKER | EATFIT | meesho | simplilearn

How will Masai help you?

- **Pay After Placement (PAP) Model**
  Reduce your upfront financial commitment and focus on building in-demand Business Analytics skills. Pay the remaining programme fee only after securing an eligible placement, subject to the programme terms
- **Industry Relevant Skill Development**
  Build industry-relevant Business Analytics skills through hands-on learning, practical assignments, case studies, and real-world business problem-solving to prepare for analytics roles
- **Placement Readiness Programme**
  Receive structured career support with resume reviews, mock interviews, communication skills training, and interview preparation to help you confidently pursue analytics roles
- **Industry Integration & Projects**
  Participate in hands-on industry projects guided by distinguished instructors and top experts, ensuring practical and relevant skills development
- **Dedicated Learner Support**
  Get personalised assistance, prompt query resolution and continuous feedback through live interactive sessions with experts

WhatsApp: +91 87929 74750
Email: mica.programs@masaischool.com