

Data Science is Next Big Thing in Decision-Making

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When you buy a product from an online marketplace, have you ever wondered how your order gets processed among millions of others? Does it baffle you how some banks use chatbots to solve customer queries based on transaction history, or that financial and portfolio management institutions deploy sentiment analysis and algorithms to consistently generate handsome returns for customers.

In the age of decision sciences, all this and more can be effortlessly achieved. Thanks to the quantum advances in technology, today decision sciences is the cornerstone of success in the data-driven world. Decision sciences is helping corporations in BFSI (banking, financial services and insurance), ecommerce, telecom, transportation and many such industries process massive amount of data to leverage their true business potential.

Sunrise Sectors: As per the Analytics India Report 2017, big data and decision sciences are the next sunrise sectors. Analytics revenue is pegged at \$2 billion in FY17 whereas startup funding has crossed \$700 million in the last two-and-a-half years alone. The 600-odd analytics firms that exist in India employ just 90,000 analytics professionals today.

Even though the seemingly infinite potential of decision sciences outweighs the cost of investment, big data has been efficiently harnessed by just a few corporations in India. Many of them admit that they haven't been able to leverage its benefits due to the shortfall in talent and because of this dearth of highly skilled human resources, professionals with big data skills will command huge salaries.

But the need of the hour is a holistic programme that addresses these concerns and understands the specific requirements to upskill in this respect.

TimesPro Decision Sciences: TimesPro, a part of Times Professional Learning, offers three avenues to explore decision sciences as a career through a combination of basic and advanced-level courses for students at

different levels of understanding and growth in their careers. So, from the industry's perspective, these decision sciences programmes have been designed keeping in mind the rapidly changing demands and requirements of the industry.

The three comprehensive programmes — post-graduate diploma in data science, post-graduate diploma in advance data sciences and certificate in advance decision science — are divided into modules, with a special focus on all important aspects of artificial intelligence (AI), analytics, internet of things, deep learning and machine learning.

Unique Programme Features: Some programme USPs include 100% instructor-led classroom training, learning on updated technology platforms from world-class faculty and experienced industry leaders, optimum mix of concepts, tools and techniques, and association with world-renowned technology partner Nvidia. The many benefits also include placement assistance, case-study-led problem solving related to industries such as retail, BFSI, human resources and healthcare among others along with capstone projects.

Nvidia Partnership: As an integral part of this decision sciences programme,

TPL has entered into a strategic collaboration with Nvidia, a \$6.9-billion revenue company with a market capitalisation of \$84 billion. Nvidia is also known as the 'AI Computing Company,' which helps bring offerings in deep learning and AI to a wider Indian demographic through the Nvidia Deep Learning Institute (DLI). DLI offers hands-on training for developers, data scientists, and researchers looking to solve the world's most challenging problems with deep learning through self-paced online labs and instructor-led workshops.

For more details, visit <http://timespro.com/data-science-training/post-graduate-diploma-in-advance-data-sciences.php> or Call 9820040052

The writer is president of Times Professional Learning, part of the Times of India group that publishes ET