

Newsletter

ANALYTICS Q3, 2016



THE OPENING BELL

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Nikhil Barshikar - Managing Director, Imarticus Learning

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THE OPENING BELL

Nikhil Barshikar

Managing Director – Imarticus Learning

Dear Reader,

Across the globe, enterprises are making huge investments for leveraging data analytics tools and technologies to provide customized offerings and improved digital engagement with customers.

Closer home, India’s analytics industry is expected to grow eight-fold to touch US\$ 16 billion by 2025 from the current US\$ 2 billion, according to NASSCOM. Currently, India is among the top 10 destinations for analytics and NASSCOM expects India to be among the top three in the world by 2025, accounting for a sizable 32% share of the global market. To make this pipe dream a reality, however, requires a multi-pronged approach that encompasses skill development, thought leadership, products and platforms. As it stands today, analytics adoption among Indian firms dwarfs in comparison to global peers.

There are over 600 analytical firms in India, of which approximately 400 are start-ups, which are positioning the country as an emerging hub for analytics solutions for industries across the globe. India is currently home to approximately 2.5 Lakh analytics professionals in India, working across HR, marketing, risk & security, healthcare and other sectors. The Indian analytics market is expected to continue growing at 26% CAGR, which will enable India to emerge as a Big Data and analytics hub of the world.

Read our Indian Analytics Employment Landscape 2016 report to gain more such fascinating insights. This exclusive report features painstaking primary research

through our extensive discussions with thought leaders from leading analytics firms in India and secondary research available via industry reports. Please do let us know your thoughts and feedback on the same!

We have also been working strategically and closely with industry leaders to develop new and innovative learning solutions to help bridge the talent gap in analytics. Imarticus has recently launched Prodegrees, which are comprehensive online diploma programs co-created with industry partners to ensure a high degree of relevance and applicability in learning outcomes. A key differentiator of the Prodegree is the heavy focus on industry projects to gain practical understanding of key analytical concepts and tools. We are very proud to have Genpact as the knowledge partner for our first Data Science Prodegree. You will find more information on our Prodegrees and how you can benefit in this issue.

As always, I look forward to hearing from you. Please do get in touch with us at corporaterelations@imarticus.com for any requirements or suggestions to serve you better.

**Best Wishes Always,
Nikhil**

RECOGNITION



Thank You for Your Continued Support!

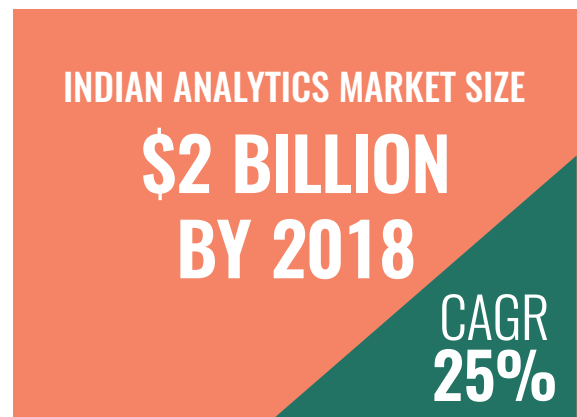
ANALYTICS EMPLOYMENT LANDSCAPE IN INDIA: 2016 STUDY

Positive prognosis of the Indian economy, supporting government initiatives like 'Make In India' and sustained focus on innovation have fuelled systemic growth for India Inc. Aligned with the national sentiment, 79% of firms in India project increased hiring in 2017. Across the globe, enterprises are making huge investments for leveraging data analytics tools and technologies to provide customized offerings and improved digital engagement with customers.

THE INDIAN LANDSCAPE

Firms are increasingly realizing that investing in analytics is a strategic differentiator. Adoption has been highest amongst the Telecom, BFSI and eCommerce sectors, who continue to invest and innovate with smart analytics.

NASSCOM predicts the Indian Analytics services industry is growing at a CAGR of 25% and is poised to touch USD 2.3 Billion by 2018. Already, the Indian analytics services market stands at 35%-50% of the global market! The analytics product market stands at over \$100 billion and is seeing a growth of 30% year on year.



Enterprises are now increasingly outsourcing the data analytics processes to talent-rich, cost-efficient regions such as India. The global data analytics outsourcing market is expected to grow at a CAGR of 30.54% over the period 2014-2019.

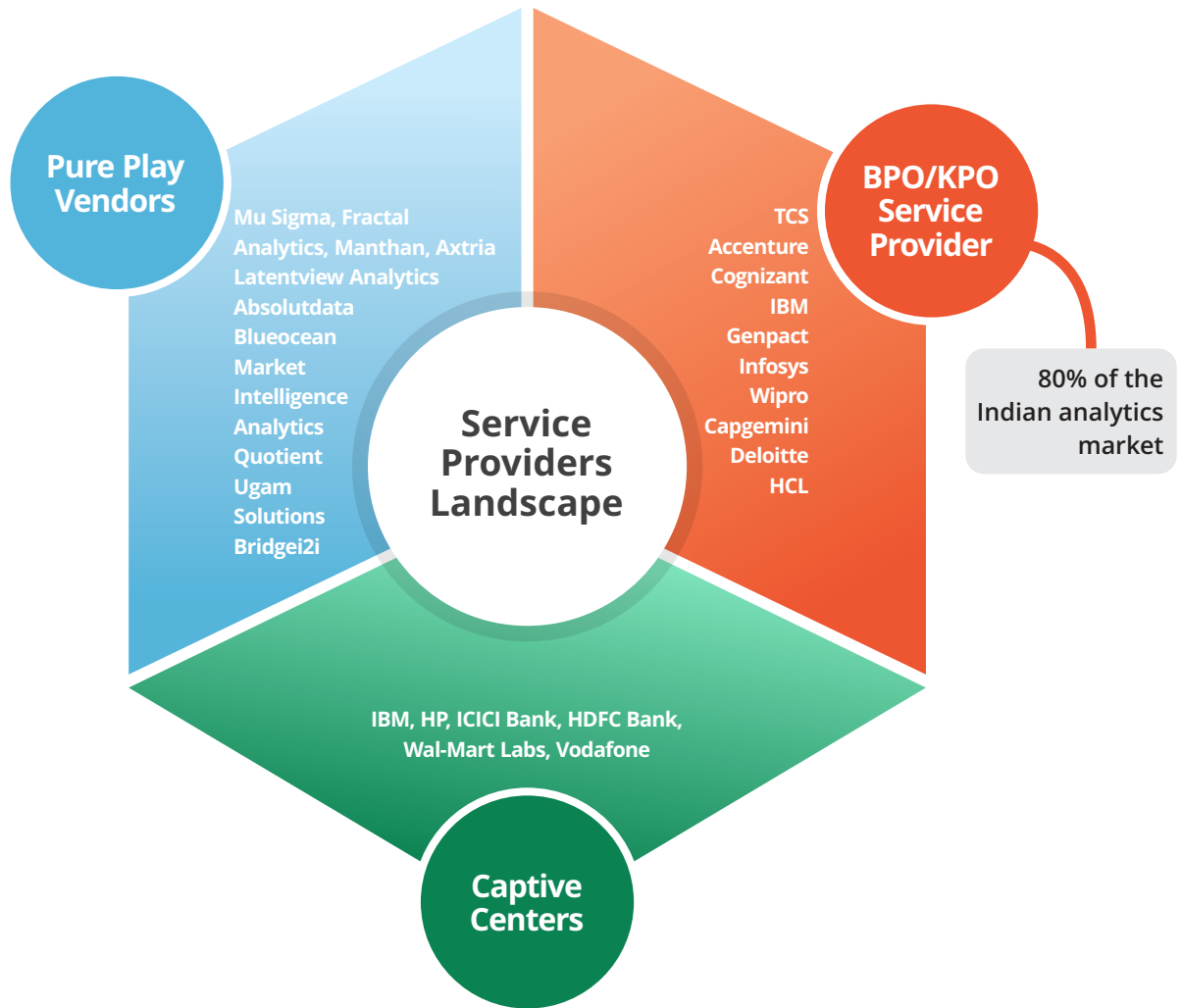


The analytics job market will grow like never before, with unparalleled opportunities for those with analytic skills. Salaries will continue to grow exponentially and professionals from other sectors will start to hone their analytics skills and switch careers. The time for the data-savvy analytics professional is here!

THE ANALYTICS PLAYERS

Service Providers Landscape in India

India is rapidly emerging as the analytics hub for the world. It has the complete range of ecosystem players from GICs, integrated BPO/KPO firms, pure-play analytics firms and vibrant analytics product firms.



BREAKUP OF INDIAN COMPANIES

47%

analytics providers in India are full service outsourcing firms in IT or processes that have separate offerings for analytics or Big Data

37%

analytics providers are boutique analytics firms, with the majority providing analytics as a service

11%

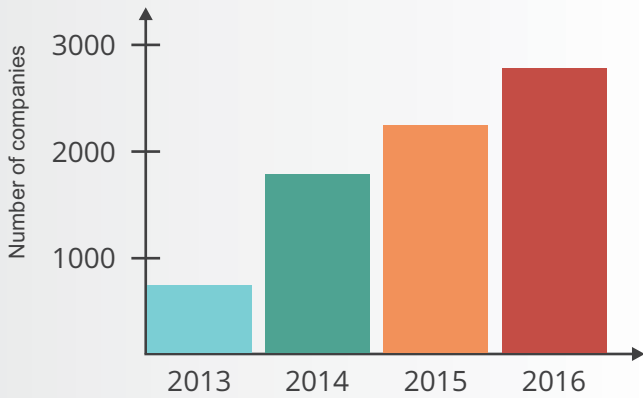
firms are products firms in analytics

5%

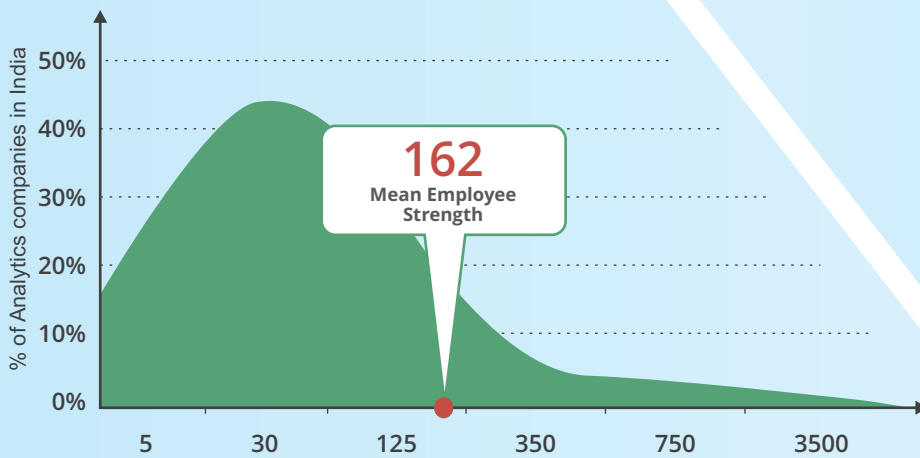
4% training & education firms and 1% staffing firms in the analytics space

THE ANALYTICS PLAYERS

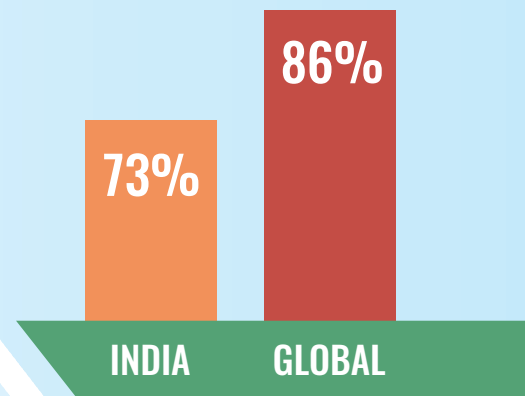
More than 2,500 companies in India claim to provide analytics as an offering to their customers, a growth rate of 27% from last year.



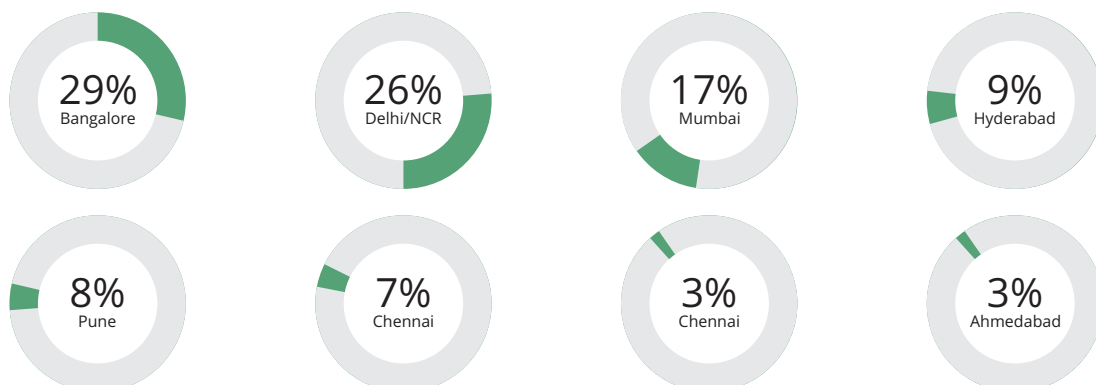
On an average, Indian analytics firms have **162 employees** on their payroll.



Percentage of firms with less than **50 employees**



Being the IT hub of India, unsurprisingly, Bangalore houses the bulk of the analytics firms in India, at almost 30%; followed by Delhi-NCR and Mumbai.

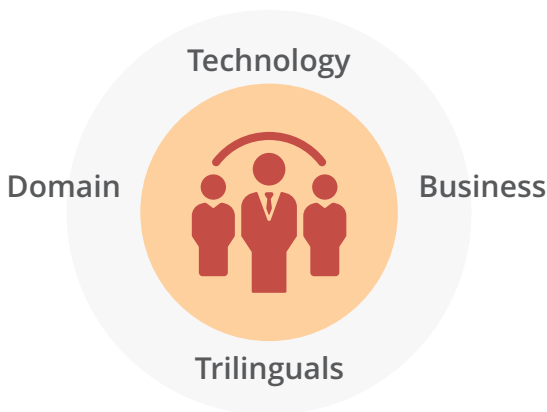


THE RIGHT SKILLSETS

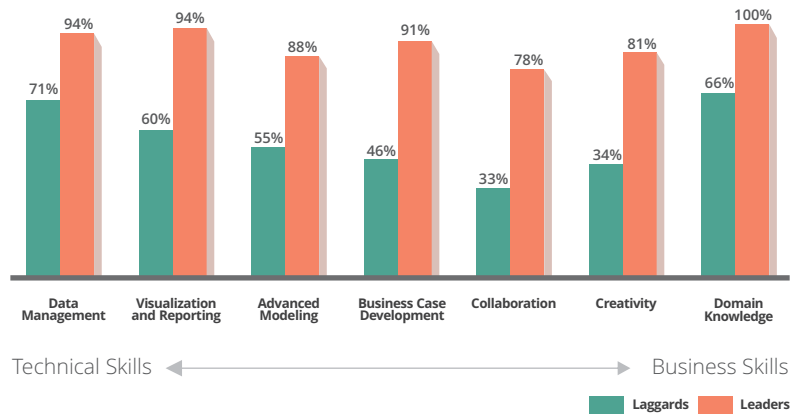
If the race to incorporate analytics into business today is intense, then the battle for analytics talent is fierce. To compete in today's world, firms must recruit, develop, and retain the best analytics talent.

THE TRILINGUALS:

We are seeing an increasing demand for "trilinguals": people well versed in the languages of analytic modeling, technology and business acumen.

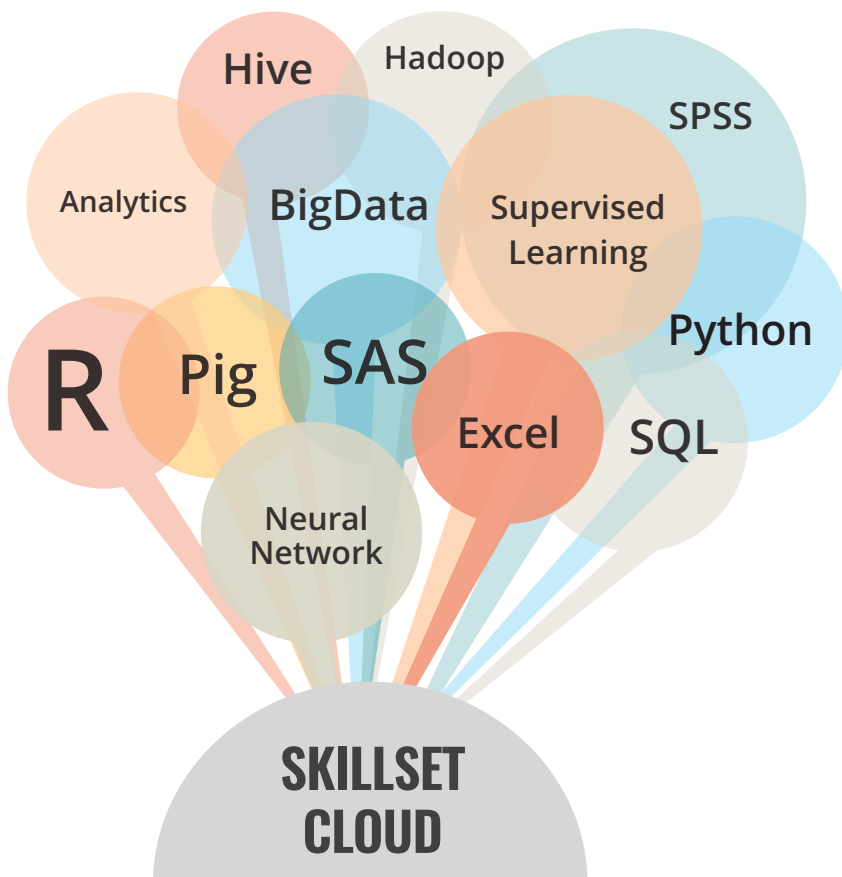


% of companies rating skills as critically important

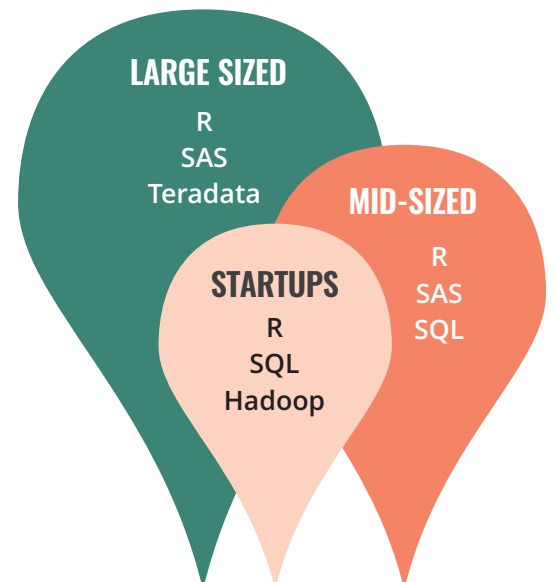


POPULAR SKILLSETS

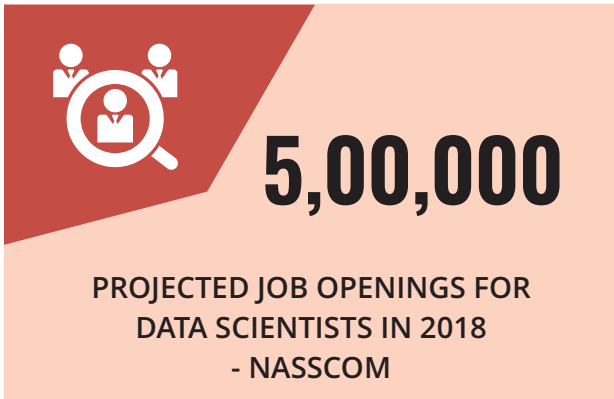
R is in great demand across the board. But, large companies still prefer SAS, and thereby learning both SAS and R is a safe bet.



SKILLSET BY COMPANY SIZE



THE HUNT FOR TALENT



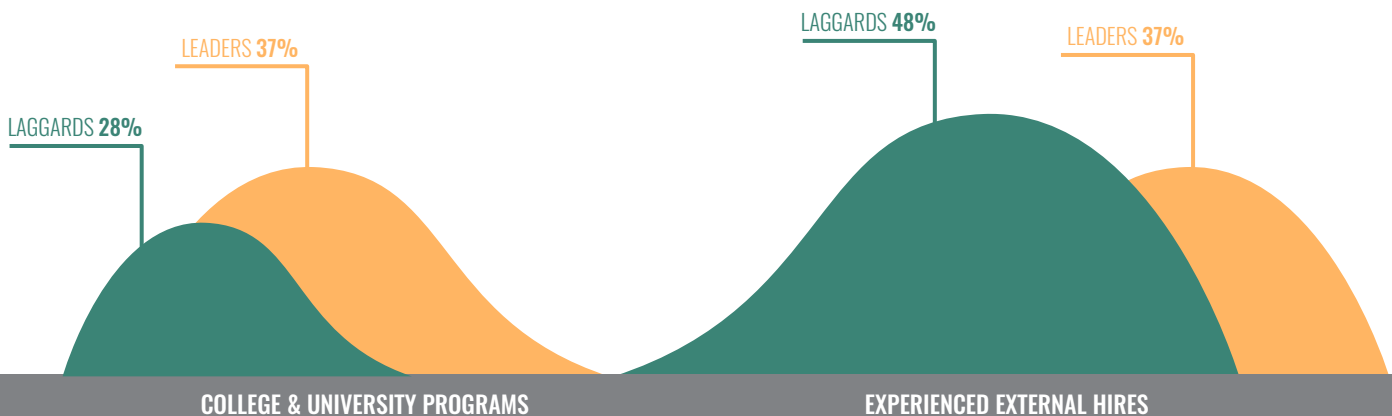
THE EDUCATORS

The dearth of skilled manpower can be overcome with serious intervention at the education level by imparting training on specific Analytical and statistical tools. Apart from private players, we now see established B-schools in India offering specialized diplomas in Business Analytics.

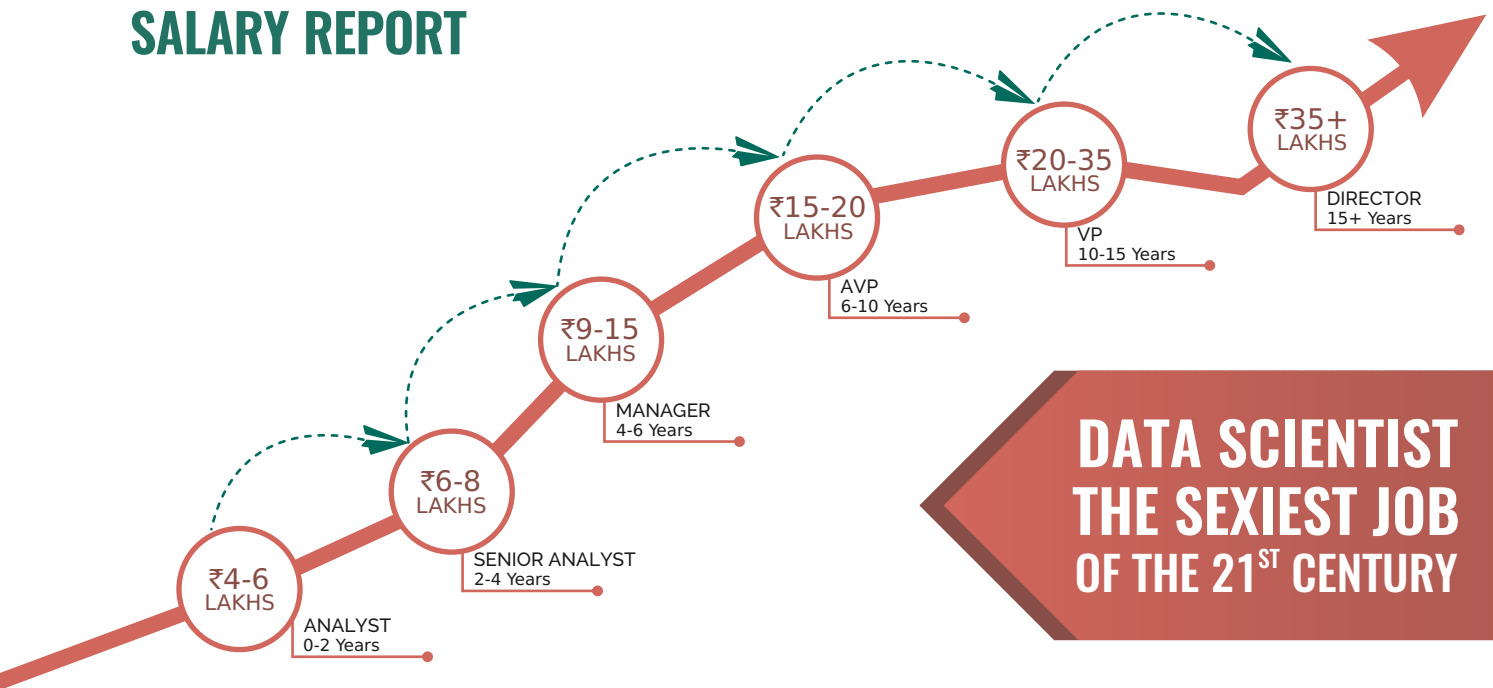


RECRUITMENT CHANNELS

One of the most interesting findings of our study is that market leaders are much less likely than laggards to hire experienced professionals, opting instead to build from within or grab talent straight out of college. Given enough time and nurturing, these junior hires can be taught the specific skills necessary for a company's business and be just as valuable over the long term.



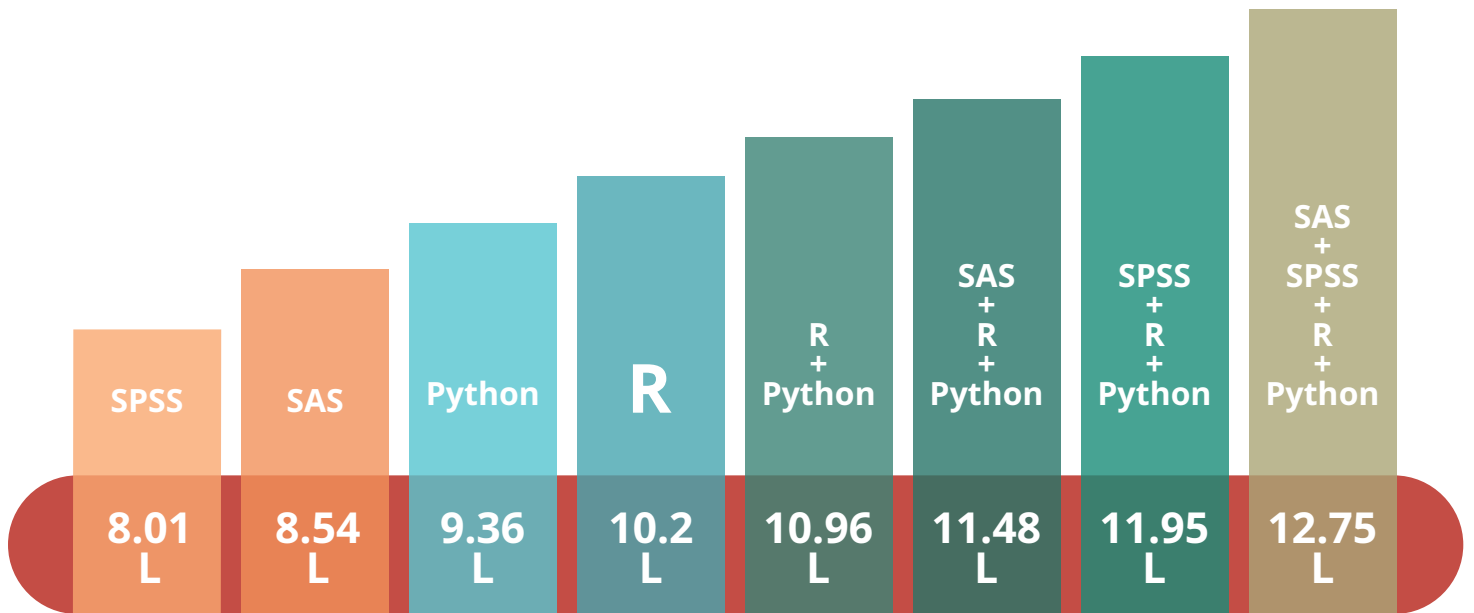
SALARY REPORT



**DATA SCIENTIST
THE SEXIEST JOB
OF THE 21ST CENTURY**

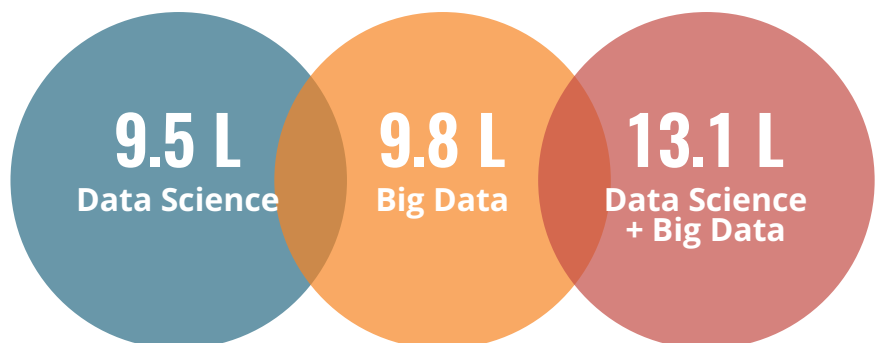
SALARY BY TOOLS

R skills pay the most and are used the most. But relying on just one tool is not going to cut it. The days of specialists in one tool or domain are over.



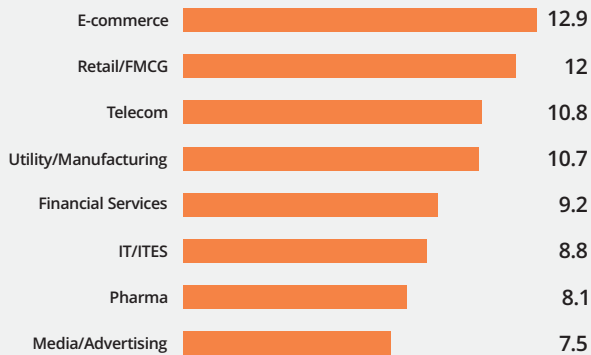
SALARY BY TECH

A combination of Data Science and Big Data earns the highest payout.

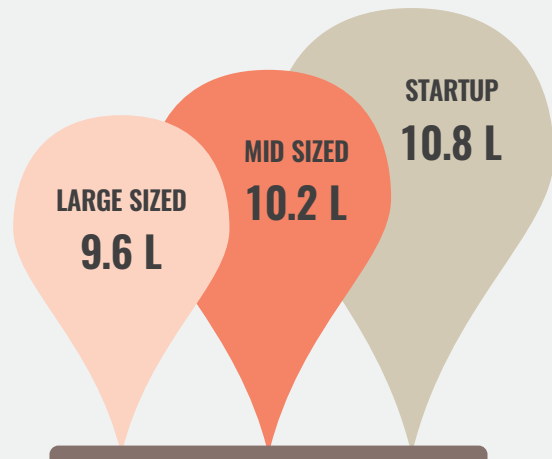


SALARY REPORT

AVERAGE SALARY BY SECTOR



AVERAGE SALARY BY COMPANY SIZE

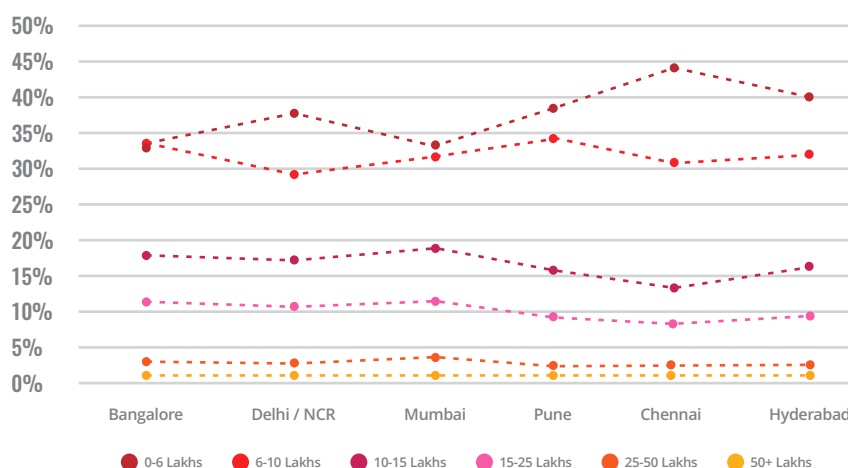


AVERAGE SALARY BY CITY

SALARIES ACROSS INDIA PER ANNUM IN LAKHS



PERCENTAGE OF PROFESSIONALS ACROSS SALARY BRACKETS ACROSS CITIES



INTRODUCING PRODEGREES @ IMARTICUS

A Prodegree is a rigorous, project-based, online program co-created with corporate partners to help bridge the skill gap with specific skillsets in a short timeframe and at a fraction of the cost of traditional higher education avenues.

PROGRAM HIGHLIGHTS



Industry-endorsed



Project-based



Online, Flexible Learning



Coaching + Peer Support



Tracking & Reporting



Verified Certification

BENEFITS TO CORPORATE PARTNER



BRANDING

Platform to showcase subject matter expertise, build visibility and enhance your brand



UP-SKILL YOUR EMPLOYEES

Ready to deploy course to train your own employees at a fraction of the cost of traditional trainings



TALENT SOURCING

First right of selection of Prodegree graduates to meet the talent needs at your firm

BENEFITS TO STUDENTS

**FAST TRACK POST-GRAD
EQUIVALENT DEGREE
IN 4-8 MONTHS**

**JOB READY PROJECT
PORTFOLIO**

**CONVENIENCE OF
ONLINE LEARNING**

**PLACEMENT AT GLOBALLY
REPUTED COMPANIES**



















OUR GOAL

To equip candidates with job-ready skills to kick-start their careers

DATA SCIENCE PRODEGREE

Knowledge Partner: **GENPACT**
GENERATING IMPACTSM

The **Data Science Prodegree**, in association with Genpact as the brand and content partner, is a 200-hour online course teaching foundational concepts and hands-on learning of leading analytical tools through industry case studies and project work.

FOUNDATION	50 HOURS	HANDS-ON PROJECTS	150 HOURS						
<p>Basic understanding of Statistics and tool readiness for the projects</p> <div style="border: 1px solid #2e8b57; border-radius: 15px; padding: 10px; background-color: #00b0c0; color: white; text-align: center;"> <p>MY TOOL BOX R, PYTHON, BASE SAS, HIVE, SPARK</p> </div> <div style="text-align: center; font-size: 2em; color: white; margin: 5px 0;">+</div> <div style="border: 1px solid #2e8b57; border-radius: 15px; padding: 10px; background-color: #00b0c0; color: white; text-align: center;"> <p>FOUNDATIONAL CONCEPTS Basic Descriptive Statistics & Inferential Statistics using R</p> </div>		<p>Learners get hands-on with industry projects and build a portfolio of demonstrable work</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; padding: 10px;">  Store Data Analytics </td> <td style="text-align: center; padding: 10px;">  Credit Risk Analytics </td> </tr> <tr> <td style="text-align: center; padding: 10px;">  Pricing Analytics in Bullion/Commodities </td> <td style="text-align: center; padding: 10px;">  Network Intrusion Detection Analytics </td> </tr> <tr> <td style="text-align: center; padding: 10px;">  Telecom Churn Analytics </td> <td style="text-align: center; padding: 10px;">  Visualizing Vanilla, Analytical, Un/Structured Data </td> </tr> </table>		 Store Data Analytics	 Credit Risk Analytics	 Pricing Analytics in Bullion/Commodities	 Network Intrusion Detection Analytics	 Telecom Churn Analytics	 Visualizing Vanilla, Analytical, Un/Structured Data
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 Telecom Churn Analytics	 Visualizing Vanilla, Analytical, Un/Structured Data								

WHAT THIS PARTNERSHIP MEANS?

“Our approach has been to work closely with Imarticus as our training partner. They bring expertise in training delivery, while Genpact brings in industry exposure. We are happy to support this initiative through guest lectures, projects, data sharing etc. The Prodegree also helps the creation of a lateral talent pool for analytics companies.”

Sidhartha Shishoo
Business HR Leader, Genpact

“This platform promises to deliver a whole new set of industry-aligned Data Scientists who are ready from Day 1 through a rigorous project-driven learning methodology and mentorship by Genpact. We are extremely proud of this partnership with Genpact, who is the industry leader in Analytics.”

Nikhil Barshikar
MD - Imarticus Learning

WRITE TO US
corporaterelations@imarticus.com

UPCOMING EDP WORKSHOP:
**BUSINESS ANALYSIS
IN PRACTICE**

**BLOCK THE DATES
7TH & 8TH JAN, 2017**



This exclusive, 2-day workshop on Business Analysis is designed for the budding Business Analyst offering an overview to key Business Analysis frameworks, tools and techniques along with industry best practices through a practical case study-based learning methodology. The program is endorsed by IIBA ensuring that the course material, teaching methodology and faculty have met the highest standards globally.



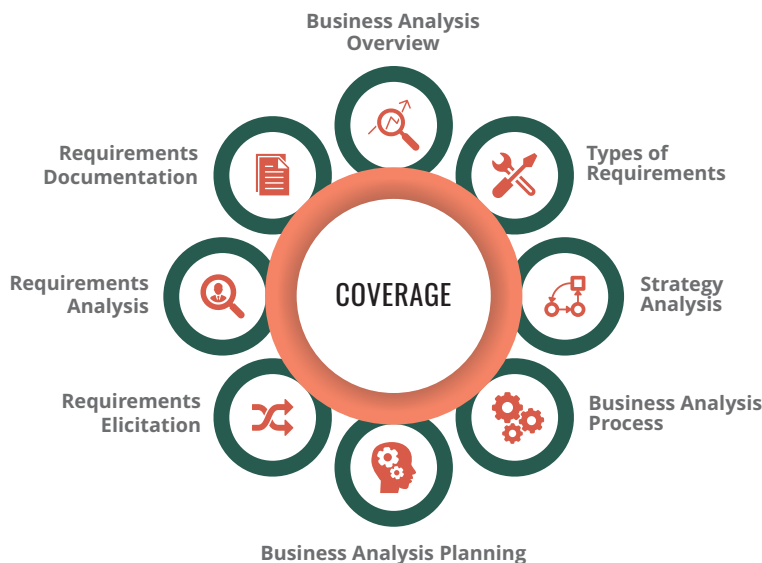
LEARNING OUTCOMES

- Appreciate the multi-skilled role and responsibilities of the modern professional Business Analyst
- Use the right elicitation techniques, models, steps and questions appropriate for the various stakeholder groups
- Analyze client business requirements and produce requirement specifications
- Work directly and interactively with business clients in defining project requirements
- Conduct fast and efficient analysis – maximizing the time and resources of the company
- Apply industry best practices to discover, describe and document requirements for various projects



WHO SHOULD ATTEND?

Executives and managers working in Finance, Operations & IT Professionals with 2+ years of working experience



EXPERT PROFILE



ABHISHEK BHALERAO

- IIBA Certified Business Analysis Professional (CBAP®) with 12+ years of experience in Business Analysis, Consulting and System Analysis
- Worked with clients in Brazil, Canada, Denmark, India, Israel and US in Logistics, Finance, Telecom, Process Automation domains
- Business Analyst at Cap Gemini, SpiderLogic, Drishti Systems, Sigma Software Solutions
- Trained more than 1500 professionals and conducted more than 60 workshops globally
- Scrum Alliance Certified Scrum Product Owner (CSPO®)
- BE (I.T.) from Pune University

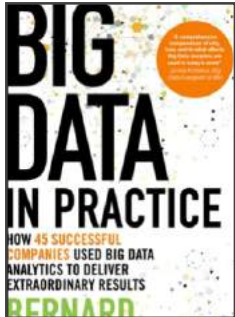
CONTACT US

mdp@imarticus.com



When: 7th & 8th January, 2017; 9.30 AM to 6.30 PM
Where: Imarticus Learning, 5th Floor B Wing, Kaledonia, HDIL Building, Andheri East, Mumbai 400058

GOOD READS

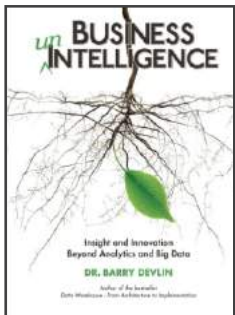
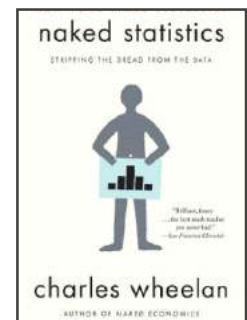


Big Data in Practice - Bernard Marr

This book presents 45 case studies on the use of big data for a diverse range of companies, from CERN to Uber. Marr's book may not meet the academic rigor of scientific journals, however, it does cover scenarios in a well-written, informative, user friendly and entertaining manner. In *Big Data in Practice*, you learn how predictive analytics helps understand customers, discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more, and how big data is changing several industries including banking, medicine, law enforcement, hospitality and fashion. By the end of this book, we are confident you will be armed with enough information and chutzpah to formulate your own big data strategy.

Naked Statistics - Charles Wheelan

Naked Statistics is not only to be an enjoyable read, but also a book with the potential to promote numeracy among the general public, and a resource for instructors of numeracy and statistics. Examples from throughout the book, both real and hypothetical, serve to illustrate the usefulness of statistical techniques and understanding. Along with Wheelan's generally intuitive and insightful explanations, these examples can also serve to demystify statistics. With the wit, accessibility, and sheer fun that turned *Naked Economics* into a bestseller, Wheelan brings another essential, formerly unglamorous discipline to life.

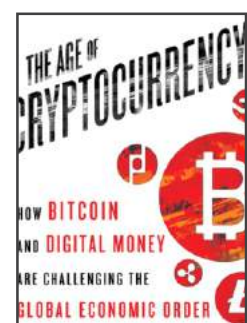


Business Unintelligence - Dr. Barry Devlin

Dr. Barry Devlin, one of the earliest proponents of data warehousing, goes back to basics to explore how the modern trinity of information, process and people must be reinvented and restructured to deliver the value, insight and innovation required by modern businesses. Covering every aspect of business analytics, big data, collaborative working and more, this book takes over where BI ends to deliver the definitive framework for information use in the coming years. Devlin offers a sweeping view of the previous, current, and way forward for enterprise intelligence, whereas delivering new conceptual and bodily fashions for how to flip information into insights and motion.

The Age of Cryptocurrency - Paul Vigna and Michael J. Casey

Money, *The Age of Cryptocurrency* explains, is "a medium of exchange, a unit of account and a store of value." The book works both as a detailed history and a carefully explained technical schematic. Bitcoin is not especially important as a currency, but that it may revolutionize areas that now lack moneys and could fundamentally transform failed states that now lack basic financial infrastructure. Block Chain holds promise even for advanced nations, as it reduces the transactions cost of contracts, escrow payments, and credible commitments to pay and a technology like the Block Chain may well be the ultimate lubricant. If you are only going to read one book about cryptocurrencies, make it this one.



ABOUT IMARTICUS LEARNING

Imarticus Learning is formed to bridge the gap between academia and the industry. The firm provides a range of Corporate Solutions designed to assist firms in meeting their skill set requirements.

Headquartered in Mumbai, Imarticus has delivery capabilities across India with dedicated centres at Mumbai, Bangalore, Chennai, Delhi, Coimbatore, Hyderabad and satellite centres at Pune and Jaipur.

HIGHLIGHTS

Training and content delivery capability, across the areas of Investment Banking, Finance & Treasury, Capital Markets Operations, Business Analytics, Technology and Consulting.

Preferred sourcing and corporate training delivery partner for leading Global Banks, Consulting, KPO, Technology and Analytics firms.

Range of customized delivery methods such as instructor led training, e-learning, workshops and seminars for optimal training effectiveness.

CONTACT US

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Avinashi Road, Coimbatore - 641018

Tel: +91 9952168073



CORPORATE TRAINING

2-10 Day Programs Targeted
Towards Employee Skill
Development



AGILE HIRING
Ready Placements
at No Cost



TEMPING
6-9 Month Resource
Staffing in Analytics



SOURCING TO PLACEMENT
2-3 Month Programs
Targeted Towards Onboarding



ONLINE
e-Learning Solutions That
are either Self-Paced or
Instructor-led