

**STATISTICS HONOURS CERTIFICATE PROGRAMME PROPOSAL
AY 2022-2023**

Activities under Lingua hub

Market Research program

Data Analysis in Python

General Information of the Activity	
1.	Department and Hub Statistics- Lingua
2.	Title of the Activity Market Research program
3.	Name of the Professor taking the course Piyali Unnikrishnan
4.	Name/s of the Resource person/s Mr Jiggar Rambhia - Associate Director – Nielsen IQ.
5.	Name of the Dept Coordinator and Email address Piyali Unnikrishnan piyali.unnikrishnan@xaviers.edu
6.	Name of the Hub Coordinator and Email address Suvaiba Pirani suvaiba.pirani@xaviers.edu
7	Number of credits for the activity and number of hours 2 credits 30 hours
8	Fees Rs 800
9	Eligibility FYBA (Statistics/Economics)
10	Number of students 30
11	Duration and Time 3 full days on Sundays or public holidays /2 full days on Sundays or public holidays and 2 Saturday

Details of the Activity	
1	Title: Market Research Program
2	Learning Objectives: 1. To help students recognize the role of concept of market research, it's types and applications 2.To understand the ways in which market research is carried out.
3	Learning Outcomes: Students carry out market research on topics assigned to them. They are able to grasp the ways of collecting and analyzing data used for market research in an effective manner.
4	Description- 1)Introduction to Marketing; Marketing Concepts and Understanding, 2)Introduction to Market Research, Need of Market Research, types of Research design, industry application and scope. 3) Various types of Market Research practices and scenarios 4) Qualitative vs. Quantitative Market Research Methodology and considerations 5)Data Collection Procedures ,Estimating Sample Size and Population 6)Types of Sampling Plan Types of Questions and Scales used Designing Questionnaire and preparation Basics of Analysis, analysis tools & practical applications 6)Case study Project brief distribution 7) Discussion on the projects/ clarification on the project briefs 8)Presentation of Projects
5	Modules if any-None
General Information of the Activity	
1.	Department and Hub
2.	Title of the Activity
3.	Name of the Professor taking the course
4.	Name/s of the Resource person/s
5.	Name of the Dept Coordinator and Email address

Statistics- Lingua

Data Analysis in Python

Piyali Unnikrishnan

Mr Rohit Bhattacharjee
Quant Fund Manager
Annet Fund Management

Piyali Unnikrishnan
piyali.unnikrishnan@xaviers.edu

6.	Name of the Hub Coordinator and Email address	Suvaiba Pirani suvaiba.pirani@xaviers.edu
7	Number of credits for the activity and number of hours	1 credits 15 hours
8	Fees	None
9	Eligibility	TYBA (Statistics/Economics)
10	Number of students	30
11	Duration and Time	Every Saturday through out semester (online) Already commenced
Details of the Activity		
1	Title: Data Analysis in Python	
2	Learning Objectives: Getting hands on with Anaconda, Python and Pandas. Dealing with techniques of conducting exploratory data analysis on python. Learning to visualize trends and patterns present in the dataset using visualization tools on python. Learning to work with raw datasets through Data Wrangling Techniques.	
3	Learning Outcomes: Applying essential statistical tools learned in regular curriculum To real-world datasets. Participants get an opportunity to observe and understand what types of datasets data scientists have to deal with and the problems faced by them. The issue of cleaning, sorting, and bringing the raw dataset into a usable format is discussed in detail during the course to get the basics clear. This course proves to be a good introduction for all students despite their familiarity with statistics or coding. All essential concepts of Data Analytics like Data Wrangling, Data Visualization, Data Analysis etc. are covered from the basic to advance level. The Resource Person ensures that participants are given datasets to practice at home so that they are in touch with the concepts dealt with in class and also get enough opportunity to run and practice python codes themselves.	
4	Description-	
5	Modules if any-None	
General Information of the Activity		



Department of Statistics
ST. XAVIER'S COLLEGE, MUMBAI
Under Honours Programme

Market Research Program
FYBA

Resource Person:

Mr. Jiggar Rambhia
Associate Director, Nielsen

Duration: Any 3 Sundays throughout the year

For enquiries,
Contact Professor In-Charge
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piyali.unnikrishnan@xaviers.edu