



MERITSHOT

In Collaboration with



Microsoft

EXECUTIVE PROGRAM IN

GENERATIVE AI

Designed for Generative AI
Enthusiasts & Professionals
to redefine the Future of
Generative AI.

DURATION

6 MONTHS



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About

Meritshot

Meritshot is an online education platform to help data science enthusiasts and working professionals looking to transition their careers in the Data Science and AI Field. We foster a flourishing community of working professionals who wish to upskill themselves.

At Meritshot, we are working towards transforming the traditional approach of learning with the modern way of learning where individuals learn experientially with ideas and creativity coming from top industry mentors and coaches. Based on our market research and conversation with industry veterans, we have identified Data Science as one of the sectors with a very huge demand and very low supply.

Our vision is to design and deliver a high-octane online Executive program in Data Science to feed the supply-demand imbalance surge in India and make India a global hub for data science. If you are reading this, you may wish to accelerate your career in Data Science with Meritshot, we promise to equip you with the perfect mix of business understanding and technical skills to help you achieve the same.

Roshan Sharma
Founder & CEO
Meritshot

Business Analytics Emergence

The Modern Era

Generative AI is a rapidly advancing area of artificial intelligence that can create original content such as text, images, music, video, and computer code. It works by learning from large datasets and using that knowledge to produce new material that mimics human creativity.

The technology gained major attention after the introduction of Generative Adversarial Networks (GANs) in 2014, which enabled realistic image generation. Another major leap came in 2017 with the Transformer architecture, which laid the foundation for powerful language models like GPT-2, GPT-3, and later ChatGPT.



Today, generative AI tools are widely used in everyday applications—from writing and design to customer service and programming. Platforms like ChatGPT, DALL·E, and GitHub Copilot help users generate ideas, content, and even software code with just a few prompts. These tools are revolutionizing how people work, create, and communicate.

Why data science with **Meritshot?**



Certification Program

Get certified on successful completion of the Program in Business Analytics.



Personalized Evaluation

Get personalized evaluation on every assignment and project by domain experts.



Domain Specialization

Get full fledged experience of a specific domain to showcase a focused & Customized Business Analytics portfolio.



Personalized Projects

Work only on personalized Portfolio projects that suits your work profile and background.



Dedicated Mentorship

Get dedicated mentorship on every step of learning Business Analytics throughout program.



Guaranteed Job Offers

Guaranteed Job Offers after successful completion of the Business Analytics Program.

Positions Offered



**Generative
AI
Specialist**

**Generative
AI
Research
Scientist**

**Prompt
Engineer**

**Generative
AI Product
Manager**

**AI Ethics &
Policy
Specialist**

**Creative
Technologist**

**Generative
AI
Consultant**

**LLM
Operations
Engineer**

**AI Content
Strategist**

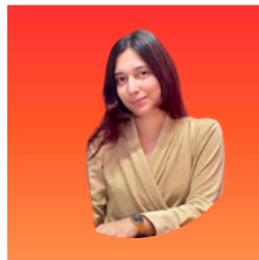
**Curation
Specialist**

Learn with Top Industry Experts



Saurabh Daund

Data Scientist
Aidetic



Sakshi Pandey

Principle Researcher
Cialfor Research



Dr. Shweta Singh

Associate Professor
Delhi Univesity



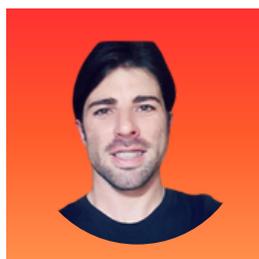
S.D. Siddiqui

Associate Professor
Delhi University



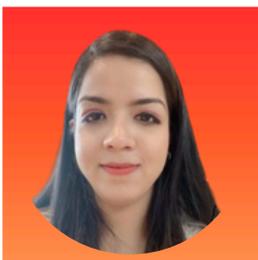
Jilu Balakrishnan

AI Specialist
ISDC GLOBAL



John Martini

Data Evangelist
Merishot



Heena Arora

Data Scientist
PwC



Bharath Reddy

Data Scientist
Meritshot

Program

Curriculum

Excel for Data Professionals

Excel interface, formatting, and formulas

Logical and lookup functions (IF, VLOOKUP, INDEX-MATCH, SUMIFS, etc.)

PivotTables, charts, and conditional formatting.
Dashboards, shortcuts, and practical business scenarios

Power BI + Tableau (Data Visualization)

Power BI: Power Query, DAX basics, visuals, slicers, publishing

Tableau: Data connection, filters, calculations, parameters, dashboard creation

Program

Curriculum

SQL + Business Productivity & Unique AI

SQL FOR DATA ANALYSIS

SELECT, WHERE, ORDER BY, JOINS, GROUP BY, Subqueries, Window Functions, Real-world use cases: marketing ROI, finance trends, sales funnel analysis.

BUSINESS PRODUCTIVITY & COLLABORATION TOOLS

Trello, Miro, Notion, Coda, Quip

DATA SCRAPING & WORKFLOW TOOLS

Octoparse – No-code web scraping, Apify – For scalable and programmable web automation, Parabola – Automate spreadsheet workflows, e-commerce reports, CRM sync

Working with AI Tools for Business Analytics, Marketing & Finance

AI FOR CONTENT & MARKETING

Canva Magic Studio, Jasper, Copy.ai, SurferSEO or MarketMuse, Writesonic, AdCreative.ai

AI FOR FINANCE & BUSINESS ANALYTICS

Kensho, Domo AI or Power BI AI visuals, FinChat, Numerous.ai

AI FOR PRODUCTIVITY & AUTOMATION

Notion AI, Otter.ai, Zapier + AI, Make.com, ChatGPT / Claude / Gemini

Program

Curriculum

Advanced AI Tools, Prompt Engineering & Automation

ADVANCED PROMPT ENGINEERING

Prompt structures, templates, role-playing, chain-of-thought, multi-step reasoning. Use cases for business: report generation, marketing copy, code logic, market research

UNIQUE AI TOOLS FOR VARIOUS DOMAINS

Gumloop, Browse AI, Tome AI, Descript, Runway ML, Explainpaper, Typewise, Wordtune

AUTOMATION + AI INTEGRATION TOOLS

Make.com, Bardeen AI, Levity AI, Lamini

Capstone Projects Using AI Tools

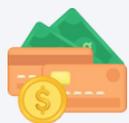
- AI-Powered Dashboard
- Marketing Content Generator
- Python Automation Tool

- AI Explainer Video
- AI Customer Support Chatbot (Prototype)
- Sentiment Analysis Report

- Productivity Dashboard with Notion AI
- Automated Reporting System

Domain Knowledge

Specialization



BANKING FINANCE & INSURANCE

You will work on Projects such as **Churn Analysis, Risk-Reward Analysis, Stock Market Analysis and Fraud Analysis** to understand core BFSI Concepts.



ECOMMERCE AND MARKETING

You will learn **Customer lifetime Analysis, Ad Campaign Analysis, Market Basket Analysis & Dynamic Pricing** from this segment.



HEALTH CARE AND PHARMACY

You will learn **Payer and Provider Analytics, Analytics used in Pharmaceutical Industry** to understand core Healthcare Concepts.



HUMAN RESOURCES & OPERATIONS

You will learn **Attrition Analysis, Promotion Analysis, Productivity Analysis & Resource Optimization** to understand core HR & Operations Concepts.

Business

Case Studies and Projects



STARBUCKS CASE STUDY

Analyze market trends, customer behavior, operational efficiency, and recommend strategies for growth and sustainability.



OLA-UBER CASE STUDY

Analyze market dynamics, assess competition, evaluate pricing strategies, optimize operations, and enhance customer experience.



SWIGGY CASE STUDY

Analyze market trends, customer preferences, operational efficiency, competition, and revenue streams for Swiggy's business strategy.

Industry Projects & Case studies



» **Climate Change Impact on Global Food Supply Chain**

Frequent Climate change and irregularities are big challenging environmental issues. These irregularities in climate divisions are drastically affecting the human lives residing on the Earth

» **Keyword analysis and generation for google ads**

Optimize search engine marketing campaigns by identifying relevant keywords for Google Ads to improve ad targeting and increase visibility, clicks, and conversions.

» **Quora Insincere Questions Classification analysis**

Enhance content moderation on Quora by using ML algorithm to classify and filter out insincere questions to maintain the integrity of the platform and provide a better user experience.

» **Cabs Trip and Travelling duration Prediction**

Predict the duration of cab trips using machine learning to optimize route planning, improve customer satisfaction, and enhance operational efficiency in the transportation industry.

Industry Projects & Case studies



➤ **Product Prices Suggestions for Online Sellers**

Provide online sellers with data-driven price suggestions using machine learning to optimize pricing strategies, increase sales, and maximize profits in the competitive e-commerce market.

➤ **Supply Chain Optimizations for an Ecommerce**

Forecast demand for a giant ecommerce, enabling effective inventory management, reducing stockouts and overstocks, customer satisfaction, and optimizing supply chain operations.

➤ **Recommend products to most suitable customers**

Utilize personalized recommendations based on user behavior and preferences using ML to improve user experience, increase engagement, and drive sales for retail and e-commerce.

➤ **Forecasting Demand for an Online Ecommerce**

Accurately forecast the Demands for Products sold online in the Ecommerce Portal for timely stockings and availability of all the Products when customer wants to purchase.

Career Support



Get Ready with Domain Experts:

Learn from top Business Analysis Educators with domain expertise through a Live Online classroom. 24X7 Support from Teaching Assistants for Help in Assignments, Discussions, and Doubts Resolutions.

Industry Leaders for Professional Grooming:

Know what's Happening inside the industry, and What's really required to make it through by engaging with Business Analysts and accompany them with sessions on Hiring, Day-to-Day Life of a Business Analysts etc.

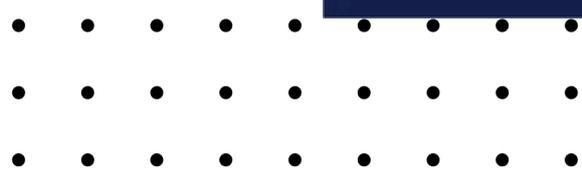
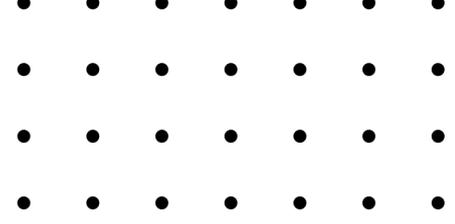
Benefit of Networking with Professionals:

Grow and Develop your Career with the Help of similarly motivated and Highly energetic Peers. Get to know How our Alumni Started their Career in the Emerging Field of Business Analysts.

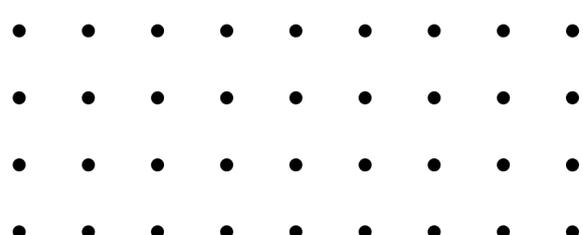
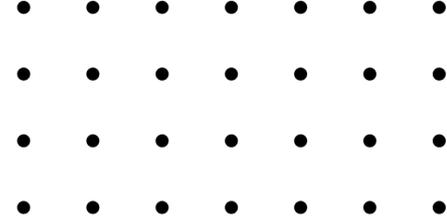
100 % Job Guarantee or Money Back:

Get Guaranteed Job Opportunities from Our Partners from Top MNCs and Startups such as American Express, Tokopedia, Infosys, TCS, PayTm, SpringWorks, MIQ, Tech Mahindra, Genpact, Amazon, Wipro etc.

Program Certification



Hiring Partners



Program

Details

Program Highlights

- 400+ Live Training Hours** - Get Trained by seasoned Business Analysts Professionals and Experts throughout the course for over 600+ Hours.
- 300+ Hiring Partners** - Get Access to the Huge spectrum of Hiring Partners Including both Startups and MNCs across the Country from Various Industries.
- 40+ Tools Covered** - Get Professionally Trained on more than 40+ Popular and Highly Demanded Tools and Libraries.

Interest Free EMI Options

Flexible Financing Options (EMI) available.
0% Interest rates on EMIs.

Contact Support

For further details, contact us at: **+91 9354902983** or
Mail us at **support@meritshot.com**



M E R I T S H O T

COMPANY INFORMATION

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