



Executive Post Graduate Certificate in **MACHINE LEARNING & DEEP LEARNING**



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About upGrad and IITB

upGrad has delivered over 20 million hours of learning, delivering programs by collaborating with universities across the world including Duke CE, IIT Madras, IIT Bangalore and Deakin Business School among others.

Online education is a fundamental disruption that will have a far-reaching impact. upGrad was founded taking this into consideration. upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. Since inception, upGrad has delivered over 20 million hours of learning, delivering programs by collaborating with universities across the world including Duke, IIT-Madras, IIT Bangalore and Deakin Business School among others. upGrad is focussed on helping working professionals in their bid to learn, grow and move up in their career through a wide-range of programs designed to improve their expertise.

IITB is a renowned university offering programs specialising in data science, machine learning and artificial intelligence. The IITB faculty includes an average of 15+ yrs of experience & will be covering the conceptual depths of Neural Networks & Deep Learning in this

program. This will be further complemented by industry relevant case studies from major industry verticals by industry leaders with 8+ yrs of experience from upGrad's industry network. The strong career support, industry mentorship and the credibility of this Advanced Certification Programme from IITB will provide you with just the right push to accelerate your career in Machine Learning and Deep Learning!

Who is this program for?

This program is for anyone looking to gain a foothold in the Machine Learning Industry and there is no previous background necessary in this field to undertake this program.

As long as you have the passion to learn, this cutting-edge program will ensure you're equipped to kick-start your Machine Learning career.

In order to enrol, you must fill out an application form which may begin your journey in ML & Deep Learning!



Why upGrad?

73 LPA Highest Salary

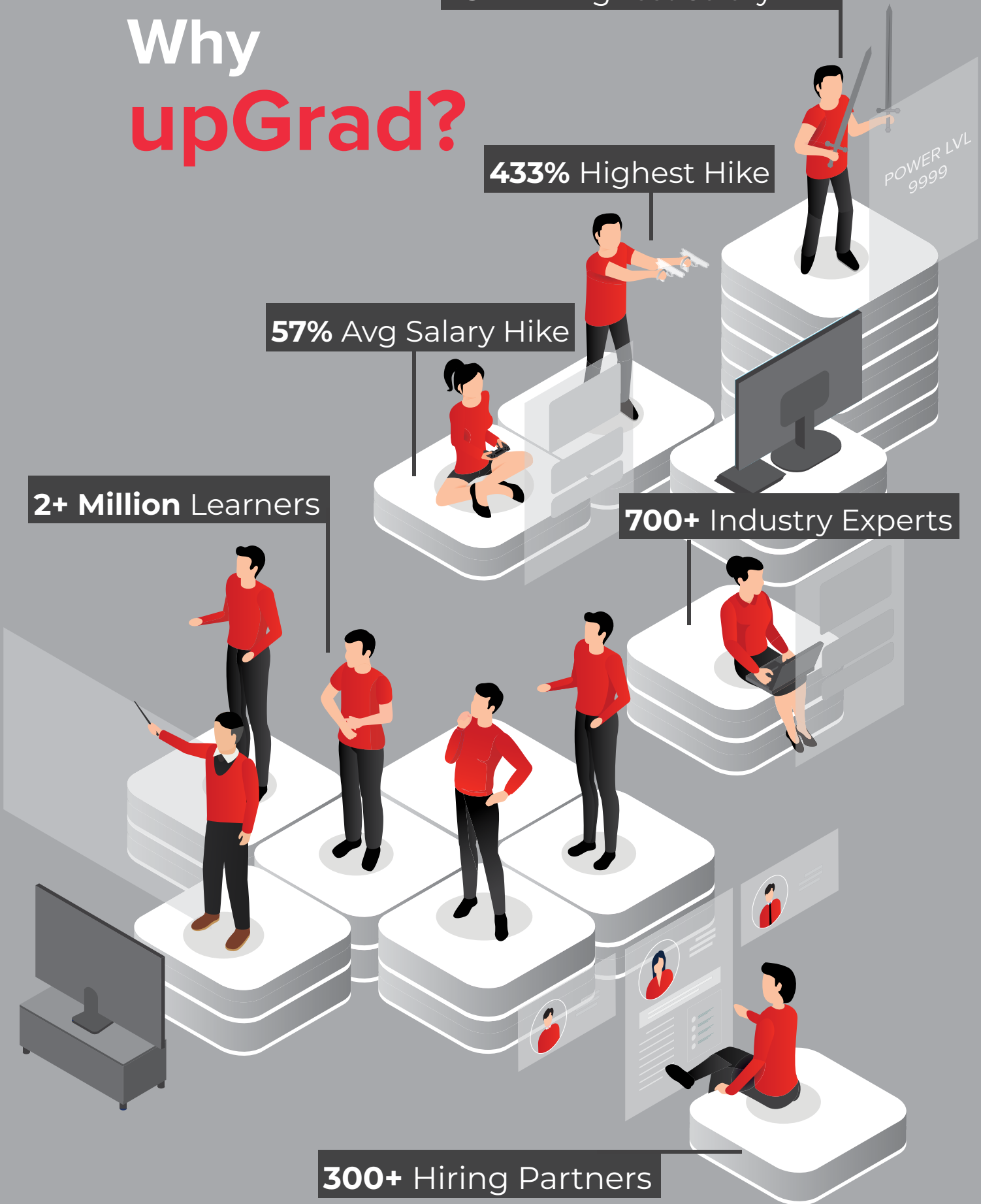
433% Highest Hike

57% Avg Salary Hike

2+ Million Learners

700+ Industry Experts

300+ Hiring Partners





Program Highlights

For The Industry, By The Industry

Learn and apply concepts on industry projects and work on a mini-capstone project along with personalised industry mentorship.

Student Support Team

To help resolve your non-academic queries.

Advanced Certification Programme from IITB

Differentiate yourself from your peers by earning the industry recognized Advanced Certification from IIT Bangalore.

Unparalleled Learning Experience

Learn the concepts from experienced IITB faculty and understand the applications from Industry experts to get a blend of theoretical knowledge and practical hands-on experience.





Faculty and Industry Experts



Prof. Chandrashekar Ramanathan

Dean | Academics
IIIT-B

Prof. Chandrashekar has a PhD from Mississippi State University and over 10 years of experience in several multinational organisations.



Prof. G. Srinivasaraghavan
Professor, IIIT-B

Prof. Srinivasaraghavan has a PhD in Computer Science from IIT Kanpur and 18 years of experience with Infosys Technologies and several other well-known organisations.



Prof. S. Sadagopan
Director, IIIT-B

Prof. Sadagopan is currently the Director (President) of IIIT Bangalore. He has an M.S. and a PhD from Purdue University as well as a B.E. (Hons) degree from Madras University.



Dinesh Babu Jayagopi
Assistant Professor, IIIT-B

Prof. Dinesh has a PhD from Ecole Polytechnic Federate Switzerland, M.Sc. from IISc Bangalore in System Science and Signal Processing, and B.Tech.



Mirza Rahim Baig
Lead | Business Analytics
Flipkart

Advanced analytics professional with 8+ years of experience as a consultant in the e-commerce and healthcare domains.



Srinath Srinivasa
Professor & Dean | R&D
IIIT-B

He holds a PhD in Information Systems from the Berlin-Brandenburg Graduate School, Germany, and is a recipient of various international grants.



upGrad Learning Experience

Student Support Team

- Student support is available 7 days a week, 24*7
- You can write to us via studentsupport@upgrad.com or use the 'Talk to Us' option on the learn platform, for urgent queries

Industry Mentors

- Fortnightly personalised group (1:8) mentorship sessions with industry experts for proactive mentoring
- Calls with industry experts for personalised feedback & guidance spread over 3 months
- Live interactive sessions with leading industry experts covering curriculum + advanced topics

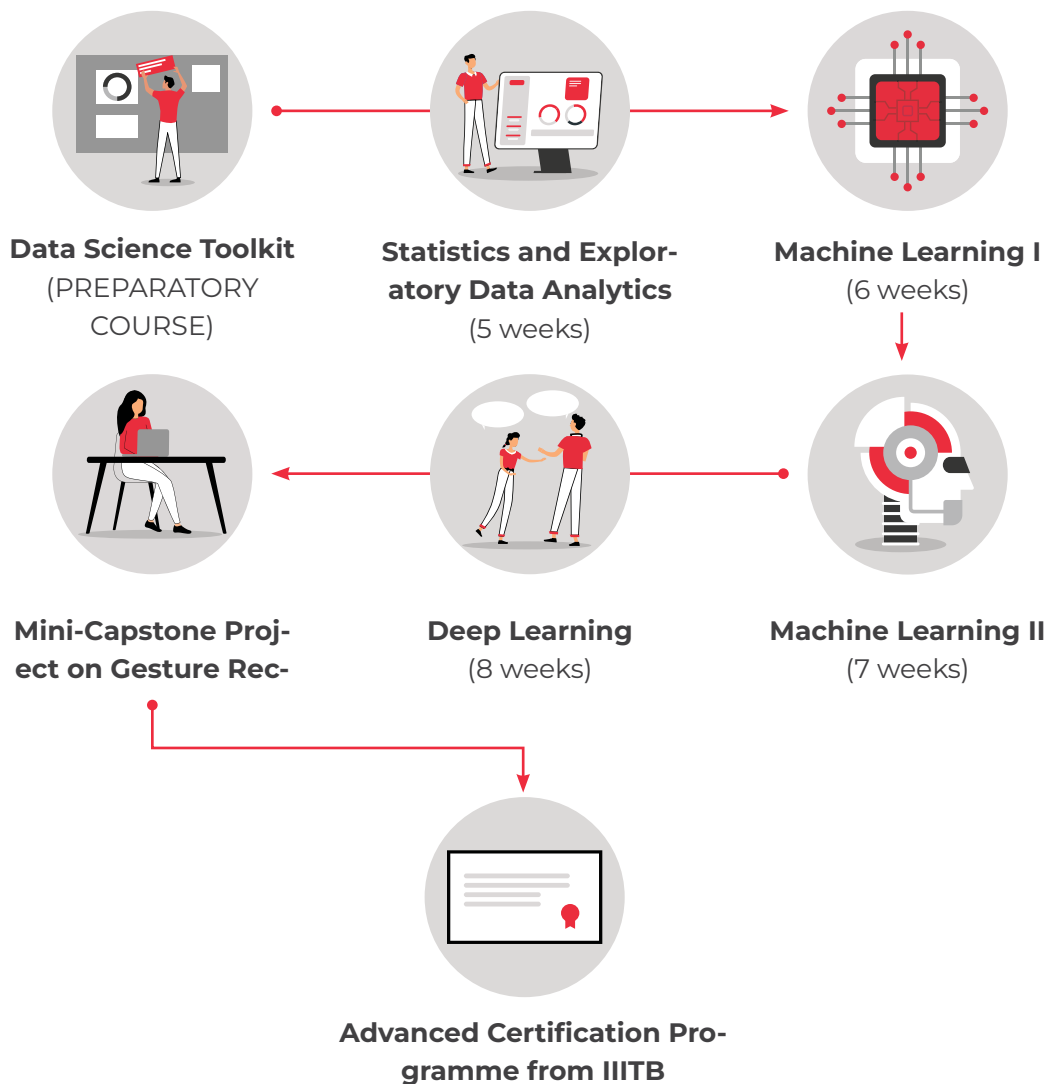
Networking & Learning Experience

- Live discussion forum for peer to peer doubt resolution monitored by technical experts
- Reverse knowledge transfer sessions (FLIP classrooms) with learners tutoring fellow batchmates.
- Peer to peer networking opportunities with alumni pool of 10000+
- Lab walkthroughs of industry-driven projects

Hands-on Projects & Hackathon

- 6 projects & assignments and a Mini-Capstone Project to apply your learnings
- Live coding classes on Kaggle & OpenCV

Learning Path



Programming Tools, Languages & Libraries

Pandas, Matplotlib, Numpy, Seaborn, Scikit-learn, Statsmodels, Open CV, Python, Keras, Tensorflow, MySQL, Excel.

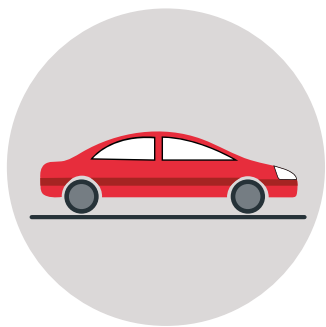


Industry Projects



Investment Analysis

Fill in the shoes of an analyst at an investment bank and determine where the firm should invest. Explain your recommendations in lieu of the analysis conducted.



Car Price Prediction

Build a model to understand the factors car prices vary on and help a



Lending Club Case

Determine which customers are at the risk of default and what are their characteristics so as to avoid providing loans to similar people in the future.



House Price Prediction

Build a model to understand the factors house prices vary on and help an American company enter the Australian housing market.

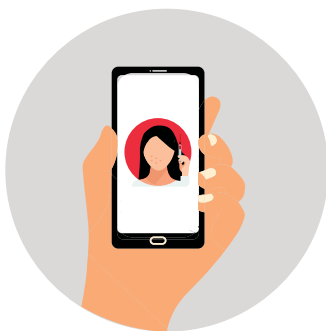


Industry Projects



Telecom Churn Case

Solve the most crucial business problem for a leading telecom operator in India and southeast Asia - predicting customer churn.



Skin Cancer Detection

Build a neural network from scratch in Numpy to identify the type of skin cancer from image.



MINI CAPSTONE PROJECT:

Gesture Recognition

Make a Smart TV system which can control the TV with user's hand gestures as the remote control.



Program Curriculum

DATA SCIENCE TOOLKIT

- 1 INTRODUCTION TO PYTHON**
Build a foundation for the most in-demand programming language of the 21st century.
- 2 PYTHON FOR DATA SCIENCE**
Learn how to manipulate datasets in Python using Pandas, which is the most powerful library for data preparation and analysis.
- 3 DATA VISUALISATION IN PYTHON**
Humans are visual learners and hence no task related to data is complete without visualisation. Learn to plot and interpret various graphs in Python and observe how they make data analysis and drawing insights easier.
- 4 DATA ANALYSIS USING SQL**
Data in companies is definitely not stored in excel sheets! Learn the fundamentals of database and extract information from RDBMS using the structured query language.
- 5 ADVANCED SQL AND BEST PRACTICES**
Apply advanced SQL concepts like windowing and procedures to derive insights from data and answer pertinent business questions.
- 6 DATA ANALYSIS IN EXCEL**
Taught by one of the most renowned data scientists in the country (S.Anand, CEO, Gramener), this module takes you from a beginner level Excel user to an almost professional user.
- 7 ANALYTICS PROBLEM SOLVING**
This module covers concepts of the CRISP-DM framework for business problem-solving.
- 8 MATH FOR MACHINE LEARNING**
Learn the prerequisite mathematical tools and techniques for ML - Linear Algebra and Multivariable Calculus.

STATISTICS AND EXPLORATORY DATA ANALYTICS

- 1 EXPLORATORY DATA ANALYSIS**
Learn how to find and analyse the patterns in the data to draw actionable insights.
- 2 CLOUD ESSENTIALS: INTRO TO GIT AND GITHUB**
Learn version control, collaborating, portfolio making using git. Understand the process of creating repository. Learn the process of creating github portfolio using github pages with jekyll

3 INFERENCE STATISTICS

Build a strong statistical foundation and learn how to 'infer' insights from a huge population using a small sample.

4 HYPOTHESIS TESTING

Understand how to formulate and validate hypothesis for a population to solve real-life business problems.

5 LENDING CLUB CASE STUDY

Determine which customers are at the risk of default and what are their characteristics so as to avoid providing loans to similar people in the future.

MACHINE LEARNING I

1 LINEAR REGRESSION

Venture into the machine learning community by learning how one variable can be predicted using several other variables through a housing dataset where you will predict the prices of houses based on various factors.

2 LINEAR REGRESSION ASSIGNMENT

Build a model to understand the factors car prices vary on and help a Chinese company enter the US car market.

3 LOGISTIC REGRESSION

Learn your first binary classification technique by determining which customers of a telecom operator are likely to churn to help versus who are not to help business retain customers.

4 NAIVE BAYES

Understand the basic building blocks of Naive Bayes and learn how to build an SMS Spam Ham Classifier using Naive Bayes technique.

5 MODEL SELECTION

Learn the pros and cons of simple and complex models and the different methods for quantifying model complexity, along with regularisation and cross validation.

MACHINE LEARNING II

1 ADVANCED REGRESSION

Understand generalised regression and different feature selection techniques, along with the perils of overfitting and how it can be countered using regularisation.

2 ADVANCED REGRESSION ASSIGNMENT

Build a model to understand the factors house prices vary on and help an American company enter the Australian housing market.

3 SUPPORT VECTOR MACHINE (OPTIONAL)

Learn how to find a maximal marginal classifier using SVM, and use them to detect spam emails, recognise alphabets and more!



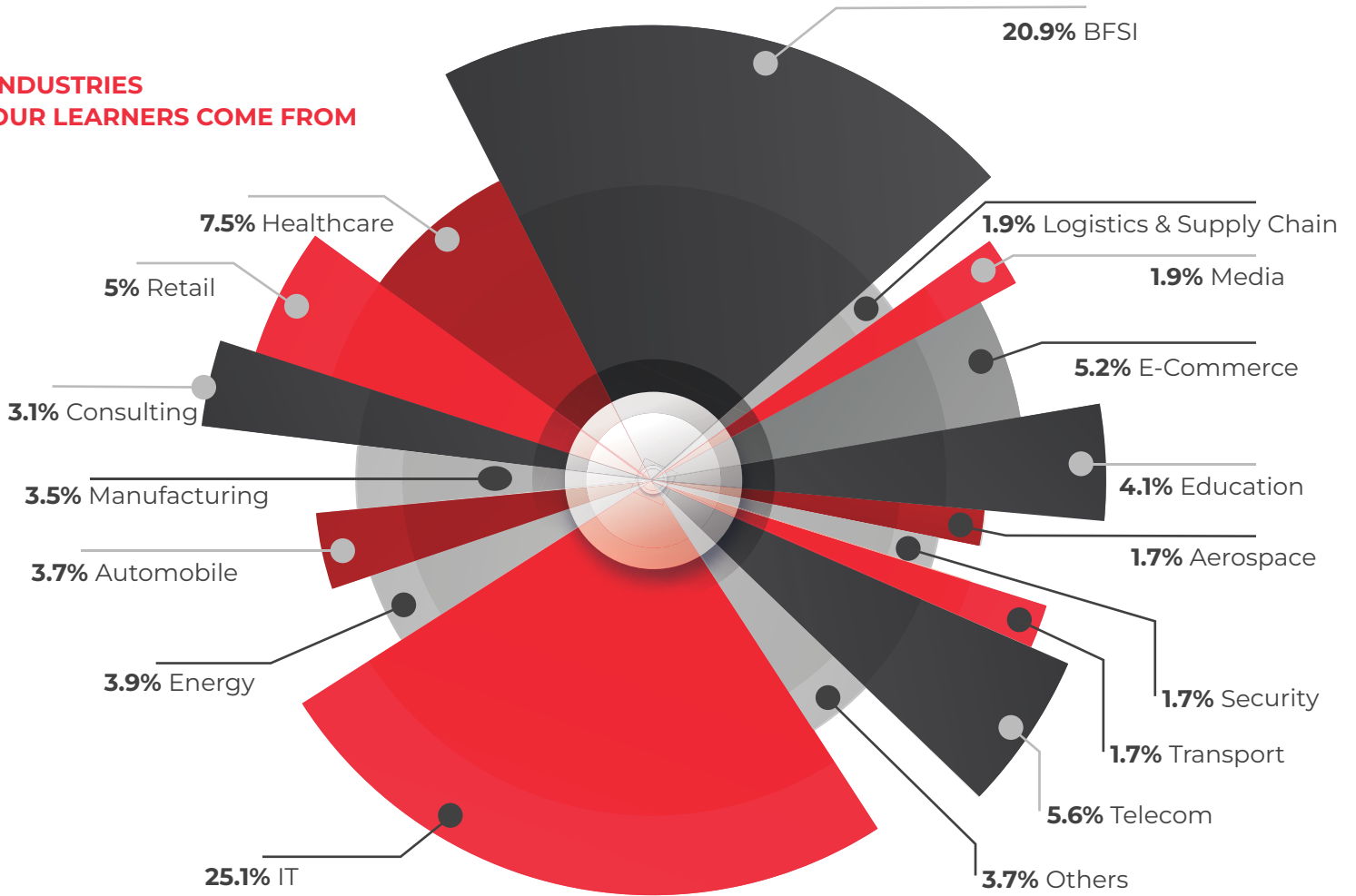
- 4 TREE MODELS**
Learn how the human decision making process can be replicated using a decision tree and other powerful ensemble algorithms.
- 5 MODEL SELECTION: PRACTICAL CONSIDERATIONS**
Given a business problem, how do you choose the best algorithm? Learn a few practical tips for doing this here.
- 6 BOOSTING**
Learn how weak learners can be 'boosted' with the help of each other and become strong learners using different boosting algorithms such as Adaboost, GBM, and XGBoost.
- 7 UNSUPERVISED LEARNING: CLUSTERING**
Learn how to group elements into different clusters when you don't have any pre-defined labels to segregate them through K-means clustering, hierarchical clustering, and more.
- 8 UNSUPERVISED LEARNING: PRINCIPAL COMPONENT ANALYSIS**
Understand important concepts related to dimensionality reduction, the basic idea and the learning algorithm of PCA, and its practical applications on supervised and unsupervised problems.
- 9 TELECOM CHURN CASE STUDY**
Solve the most crucial business problem for a leading telecom operator in India and southeast Asia - predicting customer churn.

DEEP LEARNING

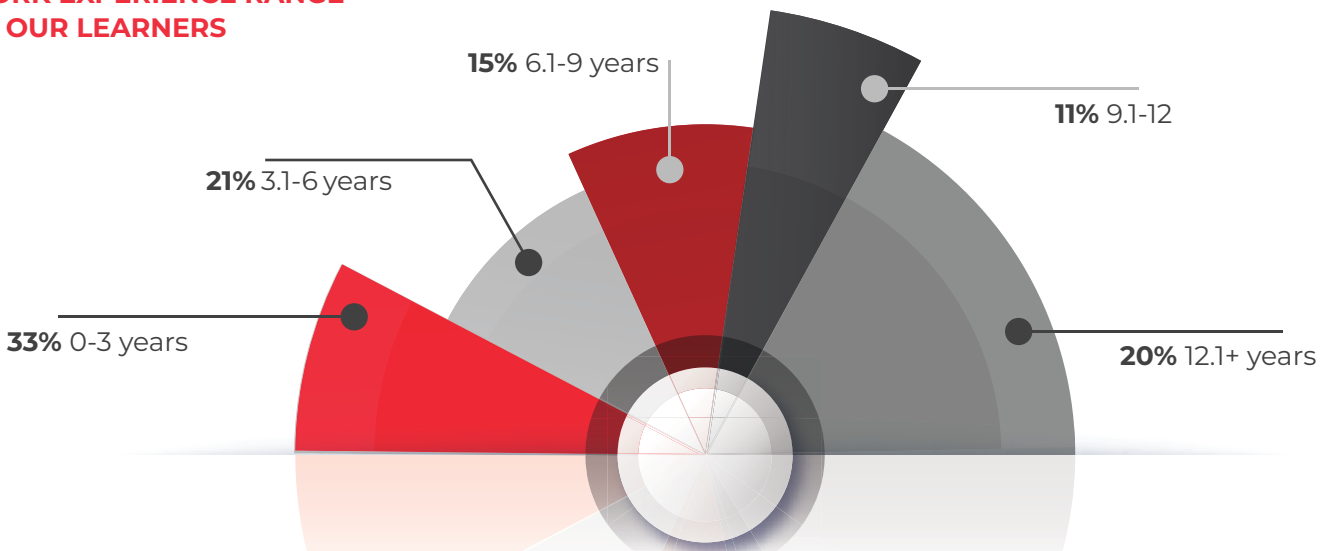
- 1 INTRODUCTION TO NEURAL NETWORKS**
Learn the most sophisticated and cutting-edge technique in machine learning - Artificial Neural Networks or ANNs.
- 2 CONVOLUTIONAL NEURAL NETWORKS -INDUSTRY APPLICATIONS**
Learn the basics of CNN and OpenCV and apply it to Computer Vision tasks like detecting anomalies in chest X-Ray scans, vehicle detection to count & categorise them to help the government ascertain the width and strength of the road.
- 3 CONVOLUTIONAL NEURAL NETWORKS - ASSIGNMENT**
Ever wondered what goes behind machine translation, sentiment analysis, speech recognition etc.? Learn how RNN helps in these areas having sequential data like text, speech, videos, etc.
- 4 RECURRENT NEURAL NETWORKS**
Ever wondered what goes behind machine translation, sentiment analysis, speech recognition etc.? Learn how RNN helps in these areas having sequential data like text, speech, videos, etc.
- 5 NEURAL NETWORKS PROJECT - GESTURE RECOGNITION**
Make a Smart TV system which can control the TV with user's hand gestures as the remote control.

Meet the Class

INDUSTRIES OUR LEARNERS COME FROM



WORK EXPERIENCE RANGE OF OUR LEARNERS





Career Support

Jobs on Career Centre

Career Centre offering upGrad jobs across experience levels and CTC ranges.

- Easy apply feature for upGrad hiring partner vacancies
- Create resume at profile builder and apply for various jobs with one click

upGrad Elevate

- Recruitment Drive to connect you with the best talent admirers in the industry
- Get access to a wide range of opportunities and find the perfect job
- Apply your learnings to real industry problems
- Participate in group projects and challenges with exciting rewards

Interview Preparation

Pre-recorded content on topics such as:

- Profile building, communications, etc
- Problem solving approach
- Approaching guesstimates
- Domain specific interview question bank and much more

Profile Builder (AI Powered)

An easy to use Resume, LinkedIn and Cover Letter preparation tool.

- Resume Score: AI-Driven Resume Score
- Real time recommendations to improve
- Match your resume to the JD and check fitment
- LinkedIn Profile Review
- Cover Letter creation

Just In Time Interview Prep (JIT)

For upcoming job interviews, JITs are conducted within 48 hours for eligible programs.

- Tailored to job role and target domain
- Real time feedback and tips for improvement

Industry Readiness Assessments

Industry oriented tests which are prepared and validated by domain experts.

- Detailed reports
- Industry readiness score
- Identifying strengths and helping aid in self-improvement plan for key skills

High Performance Coaching

Dedicated coaches working with you to identify best suited career opportunities.

- Help you define your value proposition
- Lay out a Career Path and help you adhere to your timelines and goals
- Help you with interview preparations, finding jobs in the market, salary negotiations and other preparation as required

Personalised Industry Session

90-minute sessions over the weekend by leading industry experts.

- Session categories: Career, Technical and Communications
- Doubt resolution
- Develop proof of concepts and apply theoretical concepts in the real world
- Assess skill levels
- Peer Networking
- Classroom element
- Business communication sessions and much more

Career Mentorship Sessions

Get personalised career advice through 1-1 sessions with industry experts.

- Goal setting for better employment results
- Industry Readiness Assessment report discussion



Experience upGrad Offline



UPGRAD BASECAMPS (PRE-COVID)

Held across all major cities in India, upGrad basecamps bring together learners, faculty and industry experts for a power-packed day of activities, career building sessions & live group projects. Get to know your peers and faculty and hone your networking skills in an exciting environment.

UPGRAD ELEVATE

upGrad's hiring drive where you can interview with upGrad's 300+ hiring partners ensuring you get every opportunity you deserve.





Hear from Our Learners

**Ram Krishn Mishra, Experience: 9 Years**

"If you are really thinking about being specialized in this area, IIITB is one of the best places. This program will give you: 1. Deep theoretical understanding of AI and ML from experienced professors from IIIT Bangalore. 2. Theoretical approach will be applied to practical problems with Python programming on real time data led by Industry experts."

Radhakrishnan Ramanathan

"This program / specialization has helped me in both aspects of understanding real analysis of problems & applying it to my work on Network optimization and customer analytics. The course content and the professor (Dr Raghavan) has been really good & apt for learning in a great way."

**Yogesh Awate, Experience: 2.5 years**

"This program on Machine Learning and Deep Learning makes you a completely skilled machine learning engineer. With industrial assignments and some leading industrial facilities, it tends to feed you with 'Ready to go' knowledge and skills. I highly recommend this program for those who want to be expertised in Machine Learning and Deep Learning."

Sidharth Goel, Experience: 2.5 years

"The program is well structured and cover every important concepts. You get proper feedback in all of your submitted assignments and regular follow ups from the student mentor assigned to you. They also arrange doubt clearing live sessions apart from the recordings which are very helpful. In all upGrad is provides quality education if someone wants to pursue a course in AI and Machine Learning."



Program Details and Admission Process

PROGRAM DURATION AND FORMAT

8 Months | Online

PROGRAM FEE

Please visit the website for the most up-to-date program fees, as prices may be subject to change in the future.

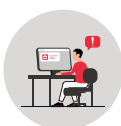
PROGRAM START DATES

Please refer to the [website](#) for the program start dates.

ELIGIBILITY

Bachelor's/Master's degrees in Computer Science/Engineering/Math/Statistics/Economics/Science with a minimum of 50% marks in graduation. No work experience required.

TIME COMMITMENT (12 hours/week)



6 HOURS

Asynchronous learning time.



6 HOURS

Assignments and projects.



LIVE SESSION

Every weekend.

SELECTION PROCESS



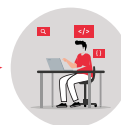
STEP 1: Fill out the Application Form

Fill out an application with details on your professional & educational background.



STEP 2: Review and Shortlisting of Suitable Candidates

Our Admissions Committee will review all applications and will consider the educational and professional background of an applicant. Following this, offer letters will be rolled out so you're assured a great peer group to learn and network with.



STEP 3: Enrollment for Access to Prep Content

Make a quick block payment with assistance from our Loan partners where required, receive immediate access to the prep content and begin your upGrad journey.

**FOR FURTHER INFORMATION,
CONTACT**

dl@upgrad.com
1800-210-2020

COMPANY INFORMATION

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