

Management Development Program on Business Analytics

Symbiosis Centre for Information Technology, Pune

4th and 5th May 2019

In today's information society the managers and decision makers of the business units have access to limitless amount of potentially useful data that likely holds answers to many critical business questions such as - Which advertising media contributes to sales? Which media generates biggest boosts in sales? How strong is the relationship between advertising budget and sales? Who are the customers likely to churn? Who is likely to default in loan repayment? What is next item customer likely to buy? Objective of this MDP is to understand how to analyze data, gain insights from the data and make use of the insights for business decision making.

Please join us at Symbiosis Centre for Information Technology for two days interactive Workshop on **"Business Analytics for Decision Making"**. You will learn important tools and techniques used for Descriptive analytics- that gives answer to what has happened? Predictive analytics-that gives answer to what is likely to happen?

Program Contents

Day-1

- Descriptive Analysis
- Regression
- Classification

Day-2

- Clustering/Segmentation
- Association Rule Mining/Market Basket Analysis

Highlights of the Program

- 100% Hands on training program using R/Python
- Exercises on sample datasets
- Certificate will be issued to each participant

Who should attend?

Industry professionals from any domain such as IT, Telecom, Banking and Finance, Insurance, Manufacturing, Healthcare, and Retail can attend this workshop with Maths/Stat studied till 12th or

at graduation. More than qualification important condition is that she/he should love to play with the data and curious to know about how data can be used for business decision making.

Workshop Dates:

- **4th and 5th May 2019**

Workshop Fees:

Rs. 10,000/- plus 18% GST per participant (includes workshop kit, lunch, and refreshments)

Registration Form:

Please register yourself at the below mentioned link:

https://docs.google.com/forms/d/1kSsLFHkJdf0QnBv0uQThnG_6gNaMMRhNI-bodYJzf6U/edit

Payment Type	NEFT
Beneficiary Bank Name	Bank of India, Karve Road Branch Pune – 411 004, Maharashtra, India
Beneficiary Account Name	Symbiosis Centre for Information Technology
Type of A/c	Savings
Beneficiary Account Number	050310210000028
IFSC Code Number	BKID0000503
Bank Code	013
Branch Code	0503

Participants are requested to email their payment TRANSACTION-ID number to **Ms. Kavita Pawale** at placementcoordinator@scit.edu marking a copy to Ms. Uma Khapre at accounts@scit.edu

A payment confirmation mail will be sent to participants within 24 hours

Last date for registration: 30th April, 2019

Number of participants per batch: 20-30 **

**A minimum of 20 participants are required to conduct the workshop.

In case the registrations are less than the minimum number required, SCIT would announce revised dates for the workshop.

In case, the program is cancelled by SCIT due to any unavoidable circumstance(s), full refund of the registration fees will be made to the registered participants.

In case a participant cancels the registration, the fees will be carried forward to a future workshop valid for a period of 1 year from the date of registration.

Workshop Schedule

Date	Time	Venue	Trainers
4 th and 5 th May, 2019	9.00 am - 5.00 pm	Symbiosis Centre for Information Technology, Symbiosis Infotech Campus, P-15, Pune Infotech Park, Phase 1, Hinjawadi, Pune 411 057	Dr. Dhanya Pramod, Dr. Anil Jadhav, Dr. Ajay Kumar, SCIT, Pune

About the Trainers

Dr. Dhanya Pramod

She is the Director of Symbiosis Centre for Information Technology. She is a post graduate in Computer Science from Pondicherry central university and completed her doctoral degree from Symbiosis International University. She has a strong academic foundation and was the First Rank holder of University at undergraduate level and Gold medalist at post graduate level. Dr. Dhanya also holds a masters degree in Management. She pursued multiple job portfolios with blend of experience including industry, research, academics and administration. The experience with Wipro Technologies R&D division gave her good exposure to research in the areas of network protocols and security. Her interest in networks, application security and aspect oriented programming further led to research and award of the doctoral degree for her thesis in web application security. She has published papers in several referred/indexed journals including SCOPUS and conferences of international repute. She is also editorial board member and reviewer of reputed journals.

Her passion for teaching made her to venture into academics. Her expertise includes Information Security Management and Data science. She has co-authored and published case studies in IT and Management in Case Centre (ECCH) and PMI. She has also received research grants from Pune University, Symbiosis International University and PMI. Her current professional association includes ISACA (Academic Advocate-Student chapter) and IACSIT Singapore (senior member).

Dr. Anil Jadhav

Dr. Anil Jadhav is a post graduate in Computer Applications from Govt. College of Engineering Karad and completed his doctoral degree from IIT Bombay. He is currently working as Associate Professor at Symbiosis Centre for Information Technology, Pune. He has over 19 years of experience including 3 years in Industry and 16 years in teaching and research. His research and teaching areas of interest includes Business Intelligence, Machine Learning, Big Data Analytics, and Database Management Systems.

Dr. Ajey Kumar

Ajey Kumar is currently working as Associate Professor at Symbiosis Centre for Information Technology, Pune, India. He was a post-doctoral fellow at Institute for Advanced Studies in Communications, UFCG, Brazil from 2009 to 2011. He received his Ph.D. Degree from Indian Institute of Technology Roorkee in 2008. Prior to Ph.D., he did his BE in Computer Science and Engineering and ME in Software Engineering in 2000 and 2002 respectively. He is associated as a TPC/Reviewer for various international conferences and refereed journals. His research interest includes Wireless/Mobile Computing; Location based Services, Pervasive Computing, Spatial Databases, Cloud Computing, Internet of Things, Online Social Networks and Big Data Analytics. At SCIT, he teaches subjects related to IT Infrastructure Management and MBA (DSDA). The subjects include- IT Platforms & Security, R, Python, Text Analytics, Data Visualization & Modeling, Business Analytics and Advance Data Organization.