




LEVERAGING ANALYTICS IN BUSINESS

S.P MANDALI'S
we school
Welingkar Education

3 DAY PROGRAM





S. P. Mandali's
Prin. L.N Welingkar Institute
of Management Development
and Research (WeSchool)

THE B-SCHOOL TO BE IN

The WeSchool campus is a hub of new thoughts, ideas and an enterprise where a new wave of global conversations begin. State-of-the-art facilities like Wi-Fi, Innovation and Leadership Labs form an indispensable part of teaching methodology along with numerous new-age learning tools.

WeSchool pioneers in programs like media, retail, rural, healthcare, eBiz and Business Design & Innovation. The programs are offered in full-time, part-time, distance learning & diploma formats.



WHY WESCHOOL

The Institution has made its mark in the education sector by bringing together academia & industry insights and has been successfully bridging the gap between education and experience. WeSchool has been a trendsetter and has given education new dimensions of social impact, ecological concern and nation-building. It has been shaping its constituents to be effective business owners and global leaders with soul and sustainability, and this competitive edge finds its roots running deep into a keen business acumen and excellence that emanates from a diligently crafted regimen of reputed faculty and industry experts.

Our advanced teaching techniques draws students from diverse cultural, personal and professional backgrounds and has pioneered programs in Media, Retail, Rural, Healthcare, Legal, etc. WeSchool designs transformative programs based on the guiding philosophy of AAA, offering Acquisition, Application and Assimilation of knowledge, with deep focus which ultimately leads to holistic student development.

Students from diverse, cultural, personal and professional backgrounds enroll for various courses at WeSchool. In order to cater to the busy schedules of students, these courses are offered in full-time, part-time, distance learning & diploma formats. With a breadth of research activity, we work across disciplines and beyond the university, connecting brightest minds to find innovative solutions to the world's greatest challenges. The programs at Welingkar open the doors to a world of opportunities, allowing you to learn and grow.

RANKINGS & ACCREDITATION

Accreditations, Recognitions

- SAQS (South Asian Quality Assurance System)
- National Board of Accreditation (NBA)
- All India Council for Technical Education (AICTE),
- Mumbai University
- HRD Ministry, Government of India

International Accreditation

- > ISO 9001:2000 certified institute (BVQi)
- > AACSB (in progress, mentor assigned)
- > EQUIS (in progress)

AWARDS & RECOGNITIONS

- ★ 1st prize in the Innovation in Management Education category at NHRD conference 2016 for Creating Global Citizen Leader with WeSchool's GCL program
- ★ Best Innovative Institute by Associated Chambers of Commerce of India (ASSOCHAM) in the year 2016.
- ★ National Award For 'Best Industry Linked Management Institute' In India in the year 2015 awarded by AICTE-CII
WeSchool is the first self-financed (non-minority) management institute in Mumbai to be awarded Autonomous status for all its University programmes by the University of Mumbai in year 2015
- ★ "BMA Outstanding Institute of Management of the Year Award" by Bombay Management Association in 2015

RANKINGS

- Top 50 B-Schools as per the National Institutional Ranking Framework (NIRF) conducted by Ministry of Human Resource Development, Government of India
- Ranked 12th in Private B-School Category nationally and 11th in West Zone by Times of India in their Business School Survey 2017.



Prof. Dr. Uday Salunkhe

Group Director, WeSchool, Eisenhower Fellow,
Chairman, CII- Western Region,
Higher Education Sub Committee

Welcome to the interesting world of data. Business Analytics which came into vogue recently seems to have acquired an overarching influence and role in the modern businesses. It deep-dives into data, analyses it and brings out important insights, trends and patterns that help plan business moves that deliver. The same applies to diverse spaces, nature of businesses and different aspects of businesses; marketing, human resources, finance, operations and others. With the fierce competition that marks the current ecosystem, the need to have in-depth grasp of the space as well as the unfolding trends is pivotal to businesses. The importance of the same gets further accentuated, by the fact that Karnataka as a state hosts 40% of the nation's IT industry. Bengaluru is believed to be one of the world's fastest growing cities, with the highest number of startups.

The Program offers an introduction to big data analytics for professionals from diverse backgrounds, including the uninitiated, who have no prior analytics experience. It fosters and grows the analytical mindset that deciphers facts and data to take strategic business decisions.

The class brings forth their own specific challenges, discussions and debates with our expert faculty which includes professors from the Institute and industry experts. They analyze, decipher the real-world data on hand and come up with possible business moves that are most likely to deliver the desired impact. The program is offered in various modes, offering you convenience as per your schedules.



Dr. Anil Rao Paila

Senior Dean & Director,
WeSchool, Bengaluru
Campus

I am delighted to state that under the able leadership of our Group Director, Prof. Dr. Uday Salunkhe, WeSchool, Bengaluru had a humble beginning eleven years ago and has established its presence in the Silicon Valley of India. The Management Development Centre at WeSchool, Bengaluru has been at the forefront since its inception and has succeeded in providing and designing high-quality Customized Management Development Programs for companies like Infosys, Robert Bosch, Dell, HP, Biocon, E & Y, SPAR, Continental Auto, to name a few. Today's highly competitive business environment puts a great deal of emphasis on upgradation and learning. Hence, it is imperative that individuals continue to explore new perspectives. WeSchool's campus at Electronic City, Bengaluru, provides the right ambience for managers, leaders and entrepreneurs to introspect and reflect amidst an academic environment. Our 3 day program is designed for working professionals who would like to up their knowledge in Analytics. In this program, you will conceptualize the fundamental building blocks of Analytics; draw insights from data visualization; manage and analyze big data using Artificial Intelligence; demonstrate critical thinking, develop predictive and prescriptive models, thereby taking good business decisions.

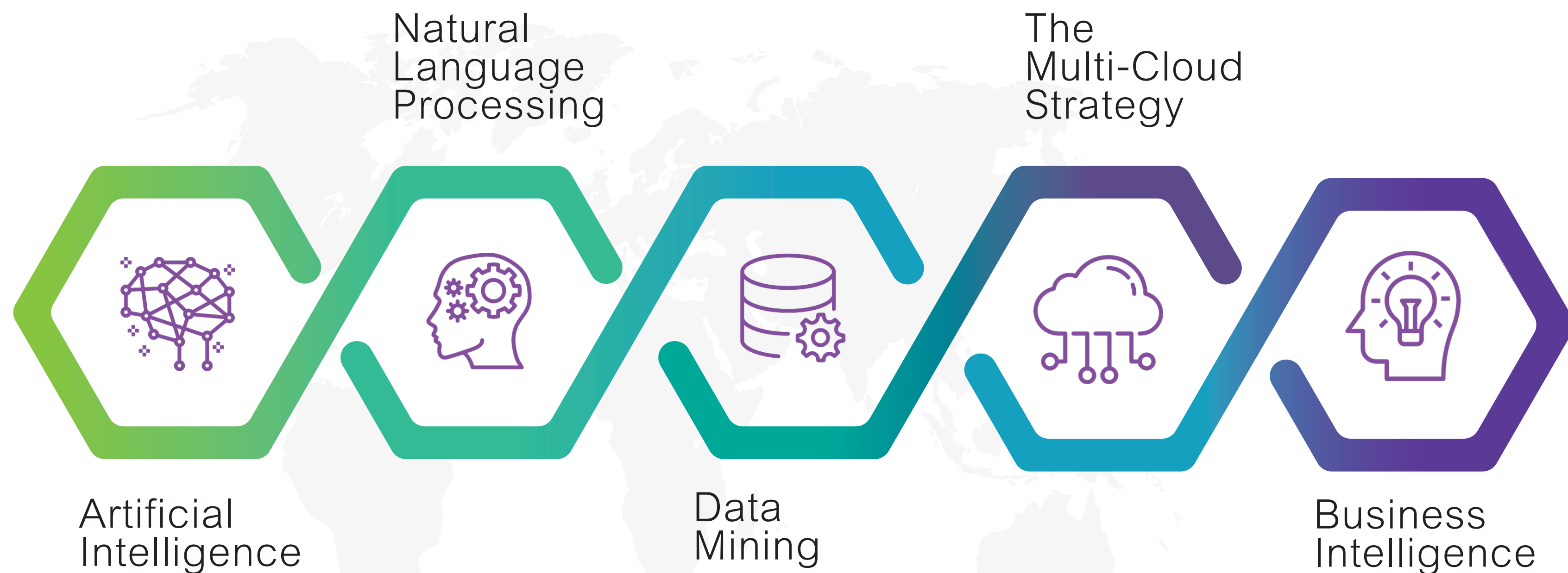


BUSINESS ANALYTICS - AN OVERVIEW

Business Analytics impacts how we compile information and how business decisions are made. In the current business environment, organizations have an unprecedented amount of information at their fingertips. This rapid expansion of available information is transforming every channel of business and turning Business Analytics into a fundamental skill for decision makers at every level of an organization. Recognizing the growing importance of Business Analytics and the need for these skills - the ability to take data, to be able to understand it, process it, extract value from it, visualize it, communicate it, is going to be a hugely important skill in the next decades. Learning the fundamental tools of business analytics gives students the skills to present data in a clear and understandable way and opens doors to a rewarding career.

Businesses and Governments are finding ways to make sense of all the available data. Business Analytics, thus finds favor as it is the use of tools and techniques like data mining, pattern matching, data visualizations and predictive modeling to predict and optimize outcomes and derive value from the data. Equipped with this useful information, organizations can compete better in cut-throat markets both, locally and globally in diverse industries and functional areas, including finance, operations and marketing. Applications include advertising, planning, revenue management, asset-liability management, environmental policy modeling, portfolio optimization, public health planning and corporate risk management, among others. Business Analytics comes with a cutting edge industry-aligned curriculum that offers the right blend of statistics, technical and business knowledge.

TOP 5 BUSINESS ANALYTICS TRENDS



IMPORTANCE OF BUSINESS ANALYTICS

BETTER BUSINESS DECISIONS

GENERATING REALTIME INSIGHTS

OPTIMIZING BUSINESS PROCESSES

PREDICT FUTURE OUTCOMES

INSIGHT DRIVEN DATA EXPLORATION

AUTOMATED DECISION MAKING

ABOUT THE PROGRAM

As technology drives business, fact-based decisions have become inevitable part of success of any business. Business Analytics tools & concepts enable managers & decision makers to see through the data to develop business insights & to take effective decisions. The three-day MDP is designed to provide an overview of Analytics, data exploration techniques & to expose the participants to widely used tools & modelling techniques in business.

PROGRAM OBJECTIVES

- To sensitize managers at all levels to use business data for effective & intelligent decision making
- To expose the participants to certain tools & techniques which can be used in day-to-day business decisions

PROGRAM CONTENT

SESSION 01 Visualizing Data using Power of Excel & Tableau

SESSION 02 Building Predictive Models in SPSS

SESSION 03 Drawing insights from business data including sales, workforce & manufacturing data using Descriptive Analytics

SESSION 04 Identifying Market Segmentation for specific product or service market

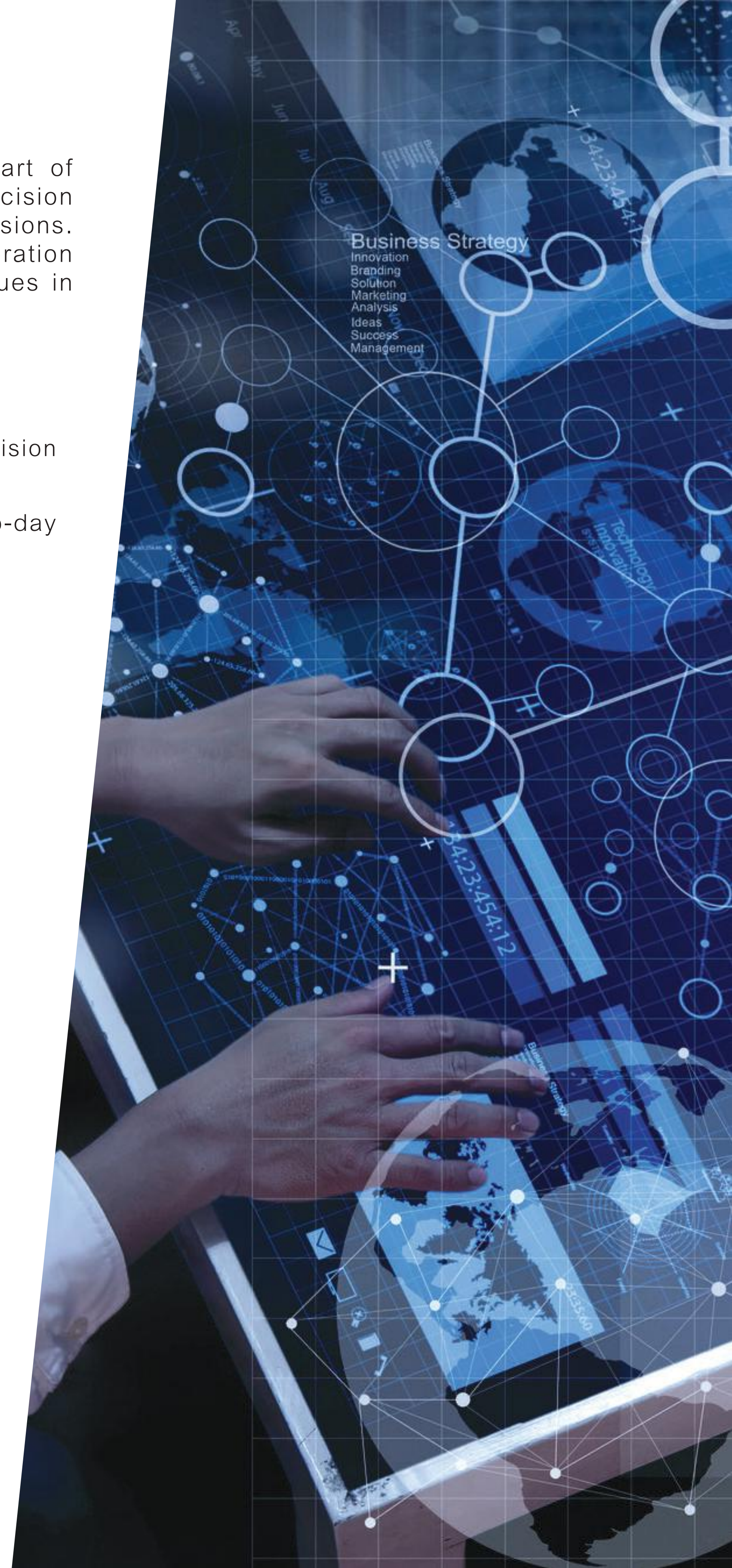
SESSION 05 Optimizing decisions in Logistics & Supply Chain Management

TOOLS

- EXCEL, IBM SPSS & Tableau

IT LAB

- Access to WeSchool's IT Lab with modern, state of the art systems and softwares

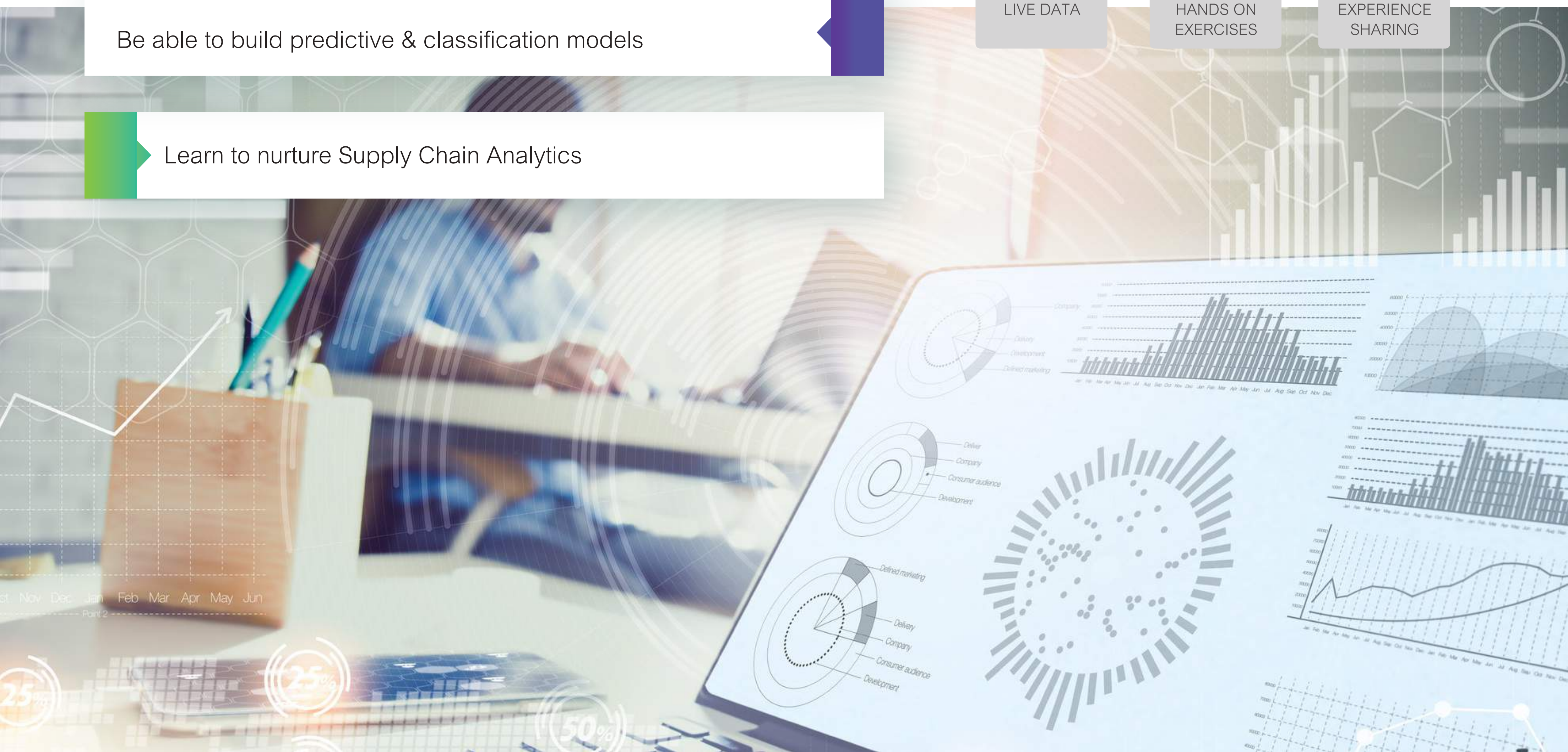
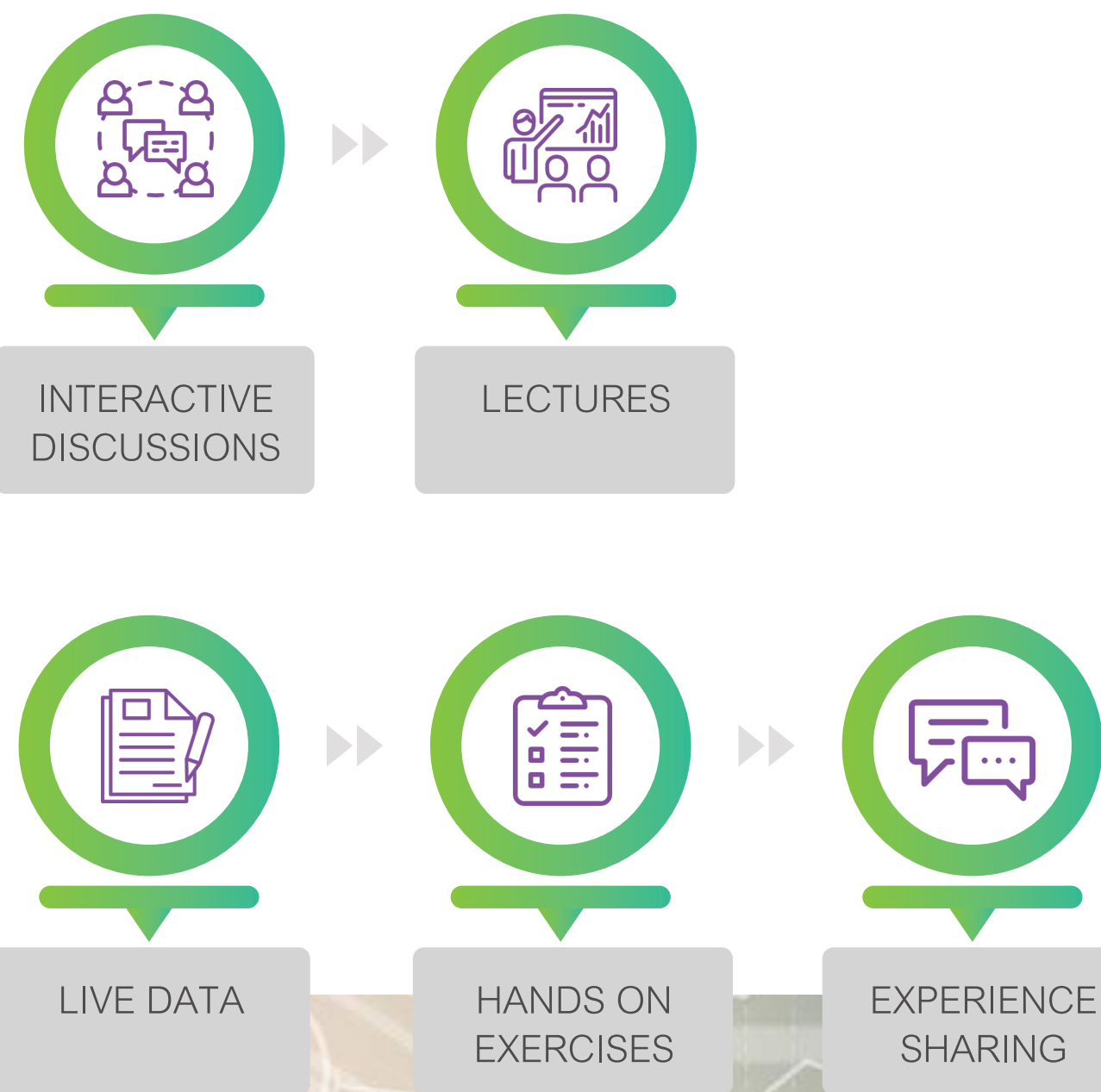


LEARNING OUTCOME:

After successful completion of the workshop, the participants will:

- Gain hand-on experience in Excel, Tableau & SPSS
- Understand how to visualise data from knowledge perspectives
- Appreciate how to nurture the key metrics in various business functions including Marketing, HR & Production
- Be able to build predictive & classification models
- Learn to nurture Supply Chain Analytics

PEDAGOGY



FACULTY



Dr. Madhumita Guha Majumder

Professor, Business Analytics,
WeSchool

Dr. Madhumita has 23 years of experience and holds a Bachelor & Master degree from Jadavpur University, Kolkata. She has pursued her Ph.D. as a UGC Research Fellow from Bangalore. She conceptualizes Analytics in effective business transformation using various cutting-edge Analytics softwares. She has trained more than 800 industry professionals & faculty in various areas of Analytics & Research. Dr. Madhumita offers outstanding organizational & cross-functional leadership and has a strong record of creating business models for the organization.

The ultimate goal of her research is to bridge the gap between industry and academia through adapting & developing various analytical algorithms in social science research. Her current research is based on diversified areas including financial management, supply chain management, consumer analytics, employee retention & knowledge management. She is a recipient of the 'Best Paper Award' in Global Business & Finance Research Conference in 2016 and received an invitation to present a paper at Harvard University in 2017. She serves the editorial board of a few referred journals and has published her research papers in International & National journals. Dr. Madhumita serves IIM Ranchi as a visiting professor and Computer Society of India, Bangalore Chapter & 21st Century Academic Forum as a professional member.



Johnson Pushpanathan

AI Practitioner & Trainer,
Visiting Faculty

Mr Johnson Pushpanathan - Founder & CEO of FSI Infotech has over 28+ years of progressive IT experience in Fortune 500 and ISO 9000 companies specializing in Global Multi-Organizational, Multi-National Manufacturing, Sales and Financial Management Business System Implementations. He has over 15+ years of IT expertise in enterprise systems like ERP, CRM, SCM, PLM and over 10+ years of vast consulting & training experience in the field of Analytics/ BI/ DW and over 5+ years in the field of AI/ ML/ DL Tools.

Mr Johnson has created Machine learning models using Python and R and extensively used Deep Learning frameworks – Google's Tensorflow and Facebook's Pytorch. He has provided Training on Machine Learning and Deep Learning using Pytorch and Tensorflow and mentored and trained team members on Machine Learning & Deep Learning. He has designed, built & customized Enterprise Data Warehouse (EDW), Data Models and Dimensional Models. Mr Johnson has also designed, created and Implemented EDW/ETL Adapters for Analytics modules from several sources like Oracle EBS, CRM, IBM Maximo, Custom Customer Built Systems and Big Data.



WHO CAN BENEFIT

- Managers / professionals who need to analyse & draw insights from business data in order to make decisions
- Professionals who aspire to embark decision-making roles
- Research Scholars & Faculty Members

CERTIFICATION

Certification will be provided at the end of the program

LOCATION

WeSchool, Electronic City Campus, Bangalore

DURATION: 3 DAYS

FEES: INR 37,000 + GST

Early bird offer: INR 32,500 + GST

MODES OF PAYMENT



Cheque/ DD : The payment can be made via a Cheque or DD in the favour of PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH



Credit/ Debit Card: The payment can be made via Credit/ Debit card



Easypay details:

-Go to the portal: <https://easypay.icicibank.com>

-Enter mobile number registered with Welingkar

-Enter One Time Password received on your mobile & click Submit, find your bill/ invoice

-Tick the 'I agree & Accept' Button and click on 'Pay Now' Button

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