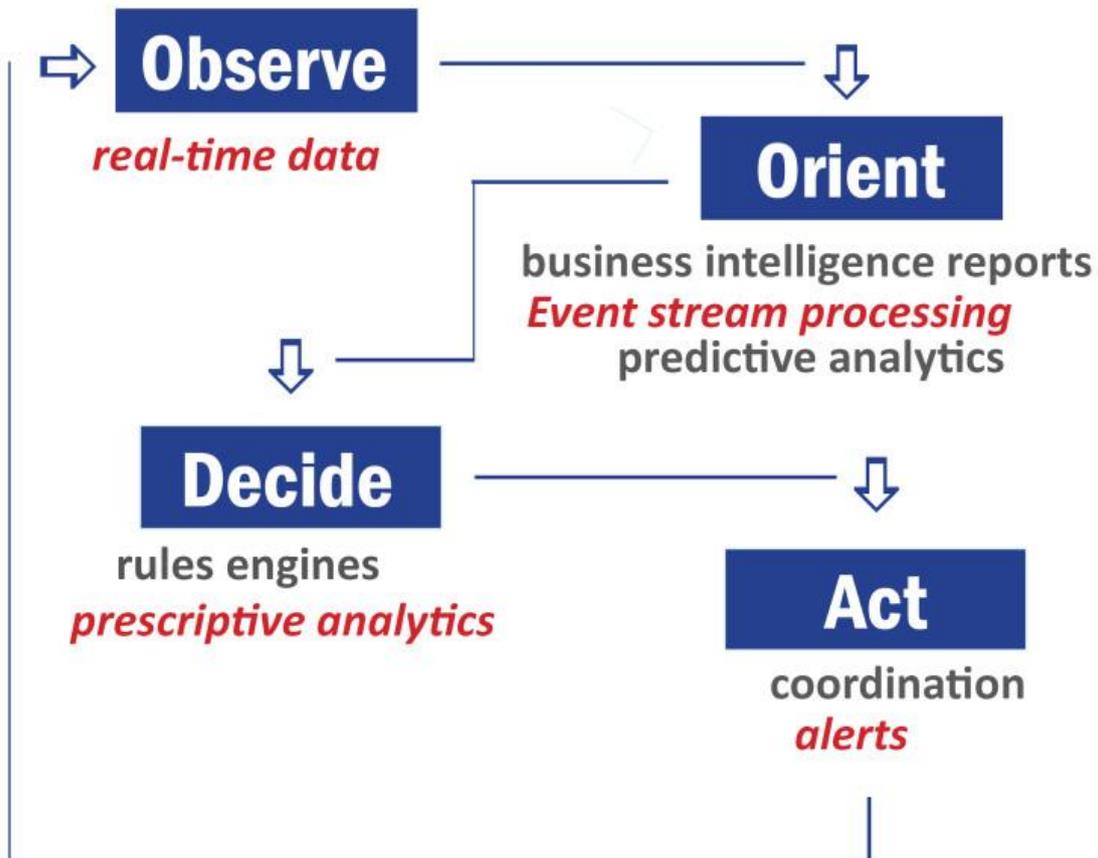


## MANAGEMENT DEVELOPMENT PROGRAM (MDP) ON ANALYTICS FOR BUSINESS DECISIONS



### Introduction

The success of any organization depends on the decision that the organizations take both at the macro and at the micro level. In addition, the soundness of any decision depends on how well the data at hand are analysed. As the decisions are mostly taken across the organizations and not only at the top, it's critical to train the employees on how to take data driven decisions. The two-day training program on business analytics will help the participants to see the business from a data perspective and apply the analytics techniques wherever necessary. As the foundation of analytics will be set during the training, the participants can take forward their learning subsequently at their own pace.

### Training Objectives

1. Develop the data science perspectives among the participants
2. Help the participants in taking data driven decisions
3. Exposure of the application of analytics in solving business problems of different industry
4. Knowledge of analytics techniques and tools commonly used to solve business problems
5. Hands-on experience to analyse the data

## Workshop Schedule – Day 1

Time	Program
10:00 A.M. – 11:30 A.M.	<b>Introduction to Business Analytics:</b> An Overview of Descriptive, Predictive and Prescriptive Analytics
11:30 A.M. – 11:45 A.M	Tea Break
11:45 A.M. – 1:15 P.M.	<b>Application of t-test (One-Sample, Independent Samples and Paired Samples) &amp; chi-square test</b> in taking business decisions
1:15 P.M. – 2:00 P.M.	Lunch
2:00 P.M. – 3:15 P.M	<b>Application of ANOVA/ MANOVA (One-Way, Two-Way, Randomized Block Design and Factorial Design)</b> for business decisions
3:15 P.M. – 3:30 P.M	Tea Break
3:30 P.M. – 5:00 P.M	<b>Introduction to Multivariate Data Analysis:</b> An overview of the different statistical modelling techniques currently used in the analytics industry

## Workshop Schedule – Day 2

Time	Program
10:00 A.M. – 11:30 A.M.	<b>Application of Multiple Regression for Marketing Mix Modelling</b> Multiple Regression is used for prediction and is commonly used in the industry to predict sales. Market mix model is an application of multiple regression to quantify the impacts of the marketing stimuli and subsequently optimize the marketing budget allocation to different campaigns.
11:30 A.M. – 11:45 A.M	Tea Break
11:45 A.M. – 1:15 P.M.	<b>Application of Discriminant Analysis for taking Credit Decision</b> Discriminant Analysis is used for classification and is commonly used to classify between good lending risks/ bad lending risks, recruited/ not recruited, potential customers/ non-potential customers
1:15 P.M. – 2:00 P.M.	Lunch
2:00 P.M. – 3:15 P.M	<b>Cluster Analysis for Market Segmentation</b> As marketing needs to be customized to the unique requirements of the customers, homogeneous groups of customers are identified across the market through cluster analysis
3:15 P.M. – 3:30 P.M	Tea Break
3:30 P.M. – 4:15 P.M	<b>Multi-Dimensional Scaling (MDS) for Brand Positioning</b> The brand images are created in the consumer's mind, which is a multidimensional space. MDS helps in deciphering the multiple dimensions in the consumer's mind and the location where exactly the brands are placed
4:15 P.M – 5:00 P.M.	Q&A Session; Assessment of the Participants; Vision of the Road Ahead

## Trainer's Profile

Dr. Tuhin Chattopadhyay is an eminent business analytics and data science thought leader among both the academic and corporate fraternity of analytics. He was awarded Analytics and Insight Leader of the Year in 2017 by KamiKaze B2B Media and was featured in India's Top 10 Data Scientists – 2016 by Analytics India Magazine. As an academician turned practitioner, Tuhin spent the first ten years of his career in teaching business statistics, research and analytics at a number of reputed B-Schools of Delhi-NCR before joining the analytics industry. Currently, being a seasoned professional in the analytics industry, Tuhin is responsible for providing full suite of analytics consultancy works as services, products and technologies to meet the evolving needs of the industry. Tuhin has a proven record of accomplishment of a transformational leader with unique expertise in turning around traditional business intelligence projects into advanced analytics at roles based out of India / SE Asia / USA with CMO/CTO/CEO profile exposure. His recent interview to DZone at North Carolina's Research Triangle Park in USA can be obtained from <https://dzone.com/articles/coffee-with-a-data-scientist-tuhin>



Tuhin is a prolific researcher. He has authored research-based books and has more than thirty research publications in refereed journals and conference proceedings. He regularly conducts training programs and workshops on business analytics to train the corporates as well as faculty members of B-Schools. Tuhin is a renowned speaker on analytics and delivers invited talks and speeches in international conferences and seminars at IIMs and abroad. He is the Editor-in-Chief of International Journal of Business Analytics and Intelligence and is the editorial board member of a number of leading journals. He is also invited to judge international data science competitions held across Europe and USA. Despite being in the industry, he continues to play the academic role as visiting professor in IMT Ghaziabad and other reputed management institutes. Tuhin is a distinguished member of American Statistical Association, Association for Computing Machinery SIGKDD (Special Interest Group on Knowledge Discovery and Data), Decision Sciences Institute (University of Houston, Texas), Indian Statistical Institute (ISI), INFORMS, Society for Industrial and Applied Mathematics (SIAM), Senior Member of IEEE Computational Intelligence Society and a Fellow of Royal Statistical Society, London.

## Pre and Post Assessment

There will be an assessment both before and after the workshop.

The purpose of the pre-assessment is to figure out the participants who are suitable to attend the programme. There are three parameters to assess:

1. Quantitative Aptitude
2. Reasoning Ability
3. Passion to Learn

The purpose of the post-assessment is to figure out how much the participants have reaped the benefit out of the program. The following three parameters will be used to assess the participants after the program.

1. Satisfaction from the training program
2. Key learnings from the training program
3. Interest and Readiness for immediate application