



Indian Institute of Technology, Delhi

Organizes

Workshop on

ADVANCES

IN

BUSINESS ANALYTICS

On

19-22nd March, 2016

at

**Dept. of Management Studies,
Vishwakarma Bhawan, IIT Delhi
IIT Delhi, Hauz Khas,
New Delhi – 110016**

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About IIT Delhi & Dept. of Mgmt. Studies

IIT Delhi is a national institution of repute and already known for the pioneering research across functional areas. The Department of Management Studies of IIT Delhi is ranked by QS World University Rankings in 2015 for being among the top three ranks in India for business and management.. QS ranks DMS, IIT Delhi 13th in BRICS for business and management studies. Stanford University ranks DMS, 2nd in the country, for Research.

Business analytics refers to the skills, technologies, applications and practices for the exploration and investigation of existing data assets to gain insight and drive business planning. It focuses on developing new insights and understanding of business performance based on data, predictive analytical models, data mining models, intelligent tools and statistical methods. It is used for strategic, operational and tactical decision making across industry verticals.



Background

Business Analytics is changing the way the Firms do Business. With the advent of the Information era, as more and more firms gear up to digitize their products, services, processes and information assets, a critical area of concern is to understand how these information and data may be analysed so that actionable insights may be taken by the firm.

Objectives:

- ✓ Understand the essence of transforming data to knowledge
- ✓ Understand different types of data and associated mining methods
- ✓ Appreciate the applications of advanced Statistics, MCDM and Artificial Intelligence driven methods.
- ✓ Understand the trends in the industry needs for BI analysts

Topics Planned in the Programme

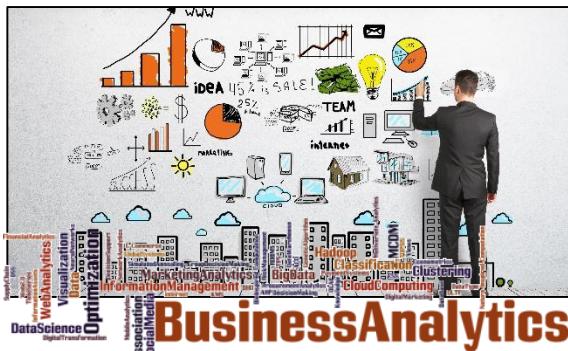
Some of the topics planned for the 4 day workshop are detailed out as follows:

- ✓ Introduction to big data & data analytics
- ✓ Analytics in Action
- ✓ Qualitative data and analytics
- ✓ Using SPSS for Data Analytics
- ✓ Mathematical Programming for Decision Making
- ✓ Statistics for Data Analysis through SPSS
- ✓ Advanced Regression Analysis
- ✓ Multi-Variate Data Analytics
- ✓ Intelligent data-mining methods
- ✓ Scope of Applications of Data Mining methods
- ✓ Intelligent and Predictive Analytics
- ✓ Heuristics & Meta-Heuristics
- ✓ Multi-Criteria Decision Systems
- ✓ Group Decision Support Systems
- ✓ Analytics in Supply Chain Management
- ✓ Web & Social Media Analytics
- ✓ E-Commerce Analytics
- ✓ Applications of Big Data & HADOOP overview
- ✓ Application & Synthesis of learnings
- ✓ Case Studies (Authored by Experts)

* Actual coverage during the workshop will be based on the progress and receptivity of the participants to the expert talks.

**Programme is non-residential. Participants need to make their own arrangements. TA/DA will not be provided.

An expert in Business Analytics needs understanding in both methods and domains. This current short term Continuing Education Programme is focused on providing a platform to appreciate the challenges from both the perspectives. While it will cover some aspects of the technical side, including methods used for data analytics, a lot of coverage will also be in terms of scope of application.



Potential Experts for Talks

- ✓ Dr. Arpan Kumar Kar (Coordinator)
- ✓ Dr. Vigneswara Ilavarasan (Coordinator)
- ✓ Dr. S.P. Singh
- ✓ Prof. M.P. Gupta
- ✓ Prof. Ravi Shankar

Registration Information

Registration Fee / Candidate: 15,000/-

Registration is on the basis of availability of seats. Last date of registration: 11th March, 2016. All demand drafts are to be drawn in favour of "**REGISTRAR, IIT DELHI**". Personal cheques will not be accepted under any circumstances.



मार्ती प्रौद्योगिकी संस्थान दिल्ली
Indian Institute of Technology Delhi
Department of Management Studies
IIT Delhi

Participant Registration Form

Name: _____

Address: _____

Email ID: _____

Phone No: _____

Current organization: _____

Demand Draft Details: _____

Filled in Registration Form and Demand Draft may be sent to the following address: Dr. Arpan Kumar Kar, Dept. of Management Studies, Vishwakarma Bhawan, IIT Delhi, Hauz Khas, New Delhi 110016

Scanned copy of the documents and a brief 1 page CV is also to be emailed to it.dms.iitd@gmail.com