



- Bangalore
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Shaping Future Leaders

Management Development Programme  
On

# LEVERAGING DATA FOR EFFECTIVE DECISIONS

(A workshop on Business Analytics)



**OCTOBER 6-9, 2020**

**XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP,**  
Bangalore

## **Overview**

Data is the new oil and companies are leveraging Business Analytics to reduce costs, improve risk management, make faster decisions, improve productivity and enhance bottom-line performance such as profitability and customer satisfaction.

In this 4 days live-online program you will understand the use of Analytics on Data for Business Insights, create a linkage between analytics and its impact on Business, understand the techniques of analytics with hands on working with Software for Analytics and be able to evaluate the effectiveness of analytics models and techniques.

## **Who Will Benefit**

This program will be useful for Senior Management, Middle Management, Technical Architects and other parties who are interested in leveraging analytics on their data to create an impact in the enterprise.

## **Teaching Methodology**

The workshop is conducted using cases, discussions, videos, demos and hands-on lab work.

## **Duration and Dates**

4 Days (1/2 day sessions from 9:00 am – 1:00 pm)

## **Modules**

- An Introduction to Data and Business Analytics Methods
- An overview of Descriptive, Predictive and Prescriptive Analytics Techniques
- Use cases of Analytics in areas of Marketing, HR, Finance and Operations
- Hands on working with Data in Excel, Rapid Miner.
- Future Trends in Analytics

## **Dates:**

October 6-9, 2020 (9:00 a.m. to 1:00 p.m) Live – Online Sessions through Zoom

## **Fee Structure: -**

Per Delegate- Rs 6,500/- + GST (18%)

For Academics – Rs. 4,000/- + GST (18%)

15% Discount for 3 or more delegates from the same organisation

Mode of Payment: Cheque / DD / NEFT / Paytm.

## Bank Details:

Beneficiary XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP

Bank Name SOUTH INDIAN BANK

Branch KORAMANGALA BRANCH

Account No 0416053000000201

IFSC Code SIBL0000416

## Profile of Resource People :

**Amit Choudhury** : is a seasoned data analytics professional and trainer with over 13 years of experience in data analytics, sales, operations and customer engagement. He has a Bachelors degree in Electronics & Communication and a PG Diploma in Data Science from Manipal University, Karnataka. He has also acquired an M.Sc. in International Business from ESC Bretagne Brest Business School, France. He is currently serving as Manager – Analytics for KPMG in India.

**Prof. Ashwath Shastry** : is currently the Managing Partner of 72degrees Consultancy Services, a partnership company specialized in angel-funding, re-pivoting, mentoring and coaching of new and innovative start-up companies. He has had an enriching career with Infosys Technologies Ltd (1992 to 2011) with his last role as an Associate Vice President and senior delivery manager of a manufacturing vertical. He has a Bachelors Degree in Electronics Engineering and a Masters Degree in Electronics and Communication Engineering from PSG College of Technology, Coimbatore. He has diverse work experience in various parts of the USA, Canada and India and is currently an adjunct faculty at XIME, Bangalore.

**Prof. Rajendra Desai** brings with him 25 years of experience in Industry and academics with 20 years as Director of a Leather accessories firm looking after Marketing and Strategy for the firm. He completed his B.Tech from IIT Delhi in Chemical Engineering and went on to acquire a Masters in Operations Research from Virginia Tech, Blacksburg, USA. He teaches the practice of Quantitative Techniques and Data Analytics in Business. He has been part of consulting projects at the academic institutes he has been associated with. He is currently Dean, External Programmes at XIME, Bangalore.

**VGN Murthy** has a B.E. degree in Computer Science and Engineering and Master of Science (MS) in Computer Science from Georgia Institute of Technology, Atlanta, USA. He has 31 years of global industry experience spanning across India, the USA and Europe. He has worked extensively in the areas of Business Analytics, Big Data, Machine Learning, Internet of Things, Network security, Information security and assurance and has executed several projects in these areas. He is an IBM Certified Database Administrator on the DB2 Relational Database Management system and is adept at analysing the database performance and in providing solutions on database performance tuning, data modelling and database design. He is currently a visiting faculty in the area of Business Analytics at XIME, Bangalore.

## About XIME

XIME is one of the top B-Schools of India, with excellent campuses in Bangalore, Kochi and Chennai. It has been founded in 1991 by a group of academicians headed by Prof. J. Philip, who is a former Director of IIM-Bangalore and a former Dean of XLRI. XIME's flagship programme is its two-year PGDM. XIME has a strong B-Schools network with some of the leading institutions in France, Germany, Italy, the U.S., Brazil, China, Russia and South Africa.

XIME received ACBSP accreditation (Accreditation Council for Business Schools and Programs of the United States), a milestone in the onward progress of the institution. XIME has found 11th place in the CSR ranking of Private B-Schools, 26th Rank among all B Schools of India by Careers 360 in Nov 2018 and A1 category by Business Standard published in December 2018.

**For further details, please contact**

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or mail your name, program name, mobile number to [mdpblr@xime.org](mailto:mdpblr@xime.org)

