JAIPURIA INSTITUTE OF MANAGEMENT
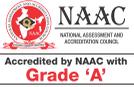
EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow

Great Place To Work® Certified
MAY-2022-MAY 2023
INDIA

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

NAAC
NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL
Accredited by NAAC with **Grade 'A'**

Management Development Programme on

Business Analytics for Managers

Saturday, 25th March 2023

JAIPURIA INSTITUTE OF MANAGEMENT
INDIRAPURAM, GHAZIABAD

MDP ON

Business Analytics for Managers

Saturday, 25th March 2023

Objectives of the MDP

The proposed MDP on "Business Analytics for Managers" is aimed at equipping managers with the necessary skills and knowledge to utilize data and analytics in their decision-making process. The objectives of the MDP are as follows:

- To provide a comprehensive understanding of Business Analytics
- To introduce participants to data analysis techniques and tools
- To develop participants' ability to interpret and communicate data insights effectively
- To provide hands-on experience in applying analytics to real-world business problems
- To equip participants with the necessary skills to drive data-driven decision-making in their organizations

By learning analytics techniques, managers across domain can make data-driven decisions that are more accurate and efficient, leading to improved performance and outcomes. This MDP will help Managers to use analytics to streamline business processes, identify inefficiencies, and allocate resources more effectively.

INTRODUCTION

Business Analytics is a crucial aspect for any organization to gain insights into their data and make informed decisions. It involves using data, statistical algorithms, and machine learning techniques to uncover hidden patterns and knowledge that can inform business decisions. In the modern era, managers need to have a solid understanding of Business Analytics to drive their organization towards success. In today's data-driven world, managers need to have a solid understanding of Business Analytics to make informed decisions. The proposed MDP on **"Business Analytics for Managers"** is designed to equip participants with the necessary skills and knowledge to utilize data and analytics in their decision-making process. We believe that this MDP will provide participants with the tools and techniques they need to drive data-driven decision-making in their organizations and help them achieve success.

Benefits to Managers working in different domain

Human Resource
HR Managers can analyze employee data, HR managers can make more informed decisions about recruitment, employee development, and retention strategies.

Sales and Marketing
The MDP can help managers to understand customer behavior and preferences, which can inform targeted marketing and sales strategies

Finance
Finance managers make more informed decisions about budgeting, forecasting, and financial planning.

Logistics and SCM
The MDP can help operations managers to improve supply chain management, optimize production processes, and increase overall operational efficiency.

FROM THE DIRECTOR'S DESK

Enhancing efficiency at work is a massive challenge for multiple organizations. There is a need to create an affiliation within the employees for the organizations that they are serving in, to fulfill the purpose of mutual growth. In order to enhance managerial efficiency it is important to have an in-depth understanding of self and further the vision and mission of the organization an individual is serving at. We at Jaipuria Institute of Management have trained faculty who can aid multiple organizations to bridge this gap between employees and employers through utilizing psychometric assessments. I invite people from the industry to attend this MDP and work on their managerial efficiency.

Prof. (Dr.) Daviender Narang
Director, Jaipuria Institute of Management

Session Details

The MDP will cover the following key topics:

1. INTRODUCTION TO BUSINESS ANALYTICS

This session will provide a comprehensive overview of Business Analytics and its importance in decision-making. Participants will be introduced to the different types of data analysis and their applications in various business domains.

Outcome:
Participants will have a comprehensive understanding of Business Analytics and its importance in decision-making.

2. Data Extraction and PREPROCESSING

This session will focus on the various methods and tools of data collection and the importance of data preparation. Participants will learn how to extract, clean and prepare data for analysis.

Outcome:
Participants will have a solid understanding of data collection and preparation techniques.

3. DESCRIPTIVE STATISTICS & DATA VISUALIZATION

This session will introduce participants to descriptive statistics and data visualization techniques. Participants will learn how to summarize and present data using various visualization techniques. This session will also introduce participants to dashboard design using Microsoft Excel. Participants will learn how to create interactive dashboards and present data insights effectively.

Outcome:
Participants will have the ability to summarize and present data using descriptive statistics and visualization techniques. Participants will also have the ability to create interactive dashboards and present data insights effectively.

4. PREDICTIVE MODELING

This session will cover predictive modeling techniques such as regression analysis and decision trees. Participants will learn how to build predictive models and make data-driven decisions.

Outcome:
Participants will have the ability to build predictive models and make data-driven decisions.

5. BUSINESS ANALYTICS USE CASES

This session will showcase real-world Business Analytics use cases in various domains such as Marketing, Finance, Operations, and Human Resources. Participants will have the opportunity to discuss real-world problems and solutions.

Outcome:
Participants will have a deeper understanding of Business Analytics applications in various domains.

Methodology

The MDP will be a combination of theoretical and practical sessions. Participants will be exposed to real-world case studies and will have the opportunity to apply their learning to real-world business problems on various tools like Python, MS Excel. The program will also include interactive discussions, hands-on exercise, and group activities.

Target Participants

The MDP is designed for managers and executives who are responsible for decision-making in their organizations. The program is suitable for individuals with a basic understanding of data handling and who are looking to gain a deeper understanding of Business Analytics.

Duration: 5 hrs.

FEES

Rs.2000/- Per Participant

TOOLS TO BE USED
- Python
- MS Excel

KEY TAKEAWAYS FOR THE PARTICIPANTS:
- Certificate of MDP completion
- Practical exposure on real world data
- Practical hands on learning specially designed for managers and executives

Resource Persons

Mr. Mohit Prasad is a highly experienced data scientist with over 17 years of experience in data science, consulting, and strategy. He currently serves as a Principal Data Scientist with Optum, where he manages post-acute care analytical models. Mohit has a diverse background in healthcare, telecom, retail, and has worked with companies such as CenturyLink, PwC, and Subex. In addition to his professional responsibilities, Mohit is dedicated to learning, researching advanced analytics, performance engineering, and mentoring his team and group.

Dr. Ajay Tripathi is highly experienced faculty with over 20 years of experience in the field of IT and Analytics. He currently serves as an Associate Professor at the Jaipuria Institute of Management in Ghaziabad. Throughout his career, Dr. Tripathi has demonstrated a deep understanding of analytics and has a track record of successfully applying this knowledge to help organizations achieve their goals. His areas of expertise include data analysis, predictive modeling, and machine learning. Dr. Tripathi has published several articles and papers on analytics and related topics. He has also given number of presentations at conferences and workshops, sharing his insights and best practices with a wider audience.

Ms. Neetu Singh (Associate Professor) She is working at Jaipuria Institute of Management, Ghaziabad, India and has 15 years of teaching and research experience. She teaches courses across the Artificial Intelligence & Data Analysis domains and has widely published manuscripts in superior quality international conferences and journals. Her research interests include Software Mining Repositories, Machine Learning, Reinforcement Learning and Recommender Systems. She has published several manuscripts in superior quality international journals and has organized many National and International Conferences. Recently she is pursuing her Ph.D. in Computer Science and Engineering from Jaypee Institute of Information Technology (JIIT), Noida, with her deep interest in Mining Software Repositories.

LEADERSHIP TEAM

Shri. Shishir Jaipuria Chairman and Patron	**Mr. Vinod Malhotra** Chairman Academic Council, STTAR	
Prof. (Dr.) Daviender Narang Director, JIM	**Dr. Vandana Ahuja** Dean-Academics and Chairperson, MDP	**Dr. Ashwani Varshney** Dean-Student Welfare

ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, GHAZIABAD

Jaipuria Institute of Management is a premier management institute in Ghaziabad set up by Seth Anandram Jaipuria Education Society under the able guidance of the chairman Shri Shishir Jaipuria. JIM offers 2 years state government university master degree courses in business Administration (MBA), MBA Business Analytics and MBA (Banking and Financial Services). All these programs are affiliated with Dr. APJ Abdul Kalam Technical University, Lucknow, UP and approved from AICTE. The institution provides quality management education to transform individuals into Business Leaders, skilled managers and entrepreneurs.

For Any Enquiry Contact

Dr. Ajay Tripathi
Associate Professor
9958222099

Neetu Singh
Associate Professor
9958844754