



Program Directors
Prof. Sumeet Gupta
Prof. Manojit Chattopadhyay

OBJECTIVES

Business Analytics refers to various categories of analytical approaches for modelling different business situations and arriving at solutions and strategies for optimal decision-making in marketing, finance, operations, organizational behaviour and other managerial processes. Thus, Business Analytics today refers to different approaches for modelling and arriving at assessing and predicting risk, predicting market preferences, project feasibility, customer segmentation, inherent and underlying dimensions in consumer preferences, factors leading to probability of purchase, preferred segments in financial and credit card industry, probability of attrition in large organizations, etc. Although it is not possible to cover analytics in-depth in a short period of three days, this course is meant to sensitize managers for using Business Analytics as well as provide hands-on experience with solving real world analytics issues. Participants will learn working with various Statistical Software such as SPSS, R and Rapid Miner. Participants are also expected to do a short presentation on the real world application of Business Analytics in their own domain. The program assumes that participants have some flair for analytics. Prior knowledge of any statistics software is not necessary.

PROGRAM COVERAGE

The program will cover the following topics:

- I. Descriptive Analytics
 - Data Exploration and Visualization
 - Crime Mapping
 - Geographical Mapping
- II. Predictive Analytics
 - Fraud Detection
 - Churn Analysis
 - Crime Mapping
- III. Clustering Techniques and Marketing Analytics
- IV. Association Mining and Market Basket Analysis
- V. Text Mining and Sentiment Analysis
 - Sentiment Analysis

PEDAGOGY

The program will use hands-on experience with SPSS and R in IIM Raipur's simulation lab

WHO SHOULD PARTICIPATE?

This workshop is for anyone who wish to gain cutting edge data analytics capability and includes:

- Managers at all levels
- Research Scholars and Faculty Members

DURATION & VENUE

The program is scheduled during March 22-24, 2017 at IIM Raipur. Participants may arrange their own accommodation and Transport

IMPORTANT DATES

Last Date for Receipt of Nomination: March 10, 2017

Last Date for Withdrawal: March 15, 2017

Any withdrawal request received after this date will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitute may be permitted with prior intimation.

REGISTRATION FEE AND PAYMENT

The registration can be done online at http://iimraipur.ac.in/mdp_registration.php. The registration fee per participant is Rs. 27000/- excluding service tax. This includes academic fee, program kit for participants and lunch and snacks provided during the program. Payment can be made via following means:

1. Via IIM Raipur's Payment Gateway at http://iimraipur.ac.in/mdp_registration.php
2. Through a crossed demand draft in favor of "Indian Institute of Management Raipur"

Kindly note that Service Tax as per the applicable rule will also be payable in addition to the program fee. Please also note that the Programme Fee Should be received at the MDP office before the program commencement date.

PROGRAM DIRECTORS

Prof. Sumeet Gupta is affiliated to IIM Raipur. He received PhD (Information systems) as well as MBA from National University of Singapore, Singapore. He has around 12 years of work experience in Industry, Teaching and Research. He worked as a research fellow with the Logistics Institute – Asia Pacific, Singapore, on several consultancy projects on Supply Chain with SAP A.G., DFS Galleries, ASEAN secretariat, and EDB Singapore. He has also worked on Government Sponsored Consultancy and Research projects. He has been accredited by All India Management Association as an Accredited Management Teacher. He has published more than 100 papers in various reputed International journals such as the Decision Support Systems, European Journal of Operations Research, OMEGA-An International Journal of Marketing Science, Psychology and Marketing, Information and Management etc. He has also presented his work in various international conferences such as ICIS, AMCIS, and AOM. His research interests include information security, electronic and mobile commerce, RFID and Supply chain design, Enterprise Systems adoption and Business Analytics.

Prof. Manojit Chattopadhyay is affiliated to IIM Raipur. He received PhD (Systems Management) from University of Calcutta and MBA (Systems) from Visva Bharati University. He has around 15 years of work experience in Industry, Teaching and Research. He worked as a Senior Research Associate on DBT project, several consultancy and software development projects of PENTASOFT Technologies Limited. He has also worked on Bangladesh Government Sponsored Consultancy and Research projects. He is a member of Young Researchers Committee of the World Federation on Soft Computing, Association for Computing Machinery (ACM), Soft Computing Research Society. He has published more than 25 papers in various reputed International journals such as the Energy Policy, International Journal of Production Research, Applied soft computing, Computer and Industrial Engineering etc. He has also presented his work in various international conferences such as World Business, Finance and Management Conference, Indian International Conference on Artificial Intelligence, IEEE International Conference on Computational Intelligence and Communication Networks, and Annual International Conference on Management & Social Welfare Issues: Contemporary Perspectives etc. His research interests include Artificial Intelligence, Visual Clustering, Cellular Manufacturing etc.

ABOUT INDIAN INSTITUTE OF MANAGEMENT RAIPUR

Understanding the needs to meet the emerging challenges at a global level and cherishing the successful history of IIMs, the Government of India set up Indian Institute of Management, Raipur in the year 2010 in Chhattisgarh, one of the youngest and fastest growing states of India. IIM Raipur has been set up with the aim "To Empower the youth for building a Powerful India". IIM Raipur has set high standards by focusing on a practical oriented learning approach and a contemporary industry-focused curriculum, driven by strong corporate interface. IIM Raipur is currently functioning from the campus of Government Engineering College (GEC), Sejbahar. The state-of-the-art campus of IIM Raipur has been planned in Naya Raipur spread across 200 acres of land allocated by the Government of Chhattisgarh.

IIM Raipur currently offers Fellow Program in Management (FPM), Post Graduate Program in Management (PGP), Postgraduate Program in Management for Working Executive (PGPWE) Executive fellow program in Management (EFPM) and Executive Education Programs consist of Management Development Programs (MDP), Tailor made (In-Company Programs), Open Programs and Consultancy for Corporates, Public Sector & Government. The academic curriculum is structured to address the needs of the industry and is aligned towards imparting contemporary knowledge to the students and strengthening their skills to prepare them to face the challenges of the global business. Recently, IIM Raipur joins the hands with three most reputed global business schools, to enhance the overseas exposure of its students with the belief that it will help them to assimilate best management practices and understand the importance of cross-culture issues in management.

Right from its inception the institutes focus on contributing to the growth and development of the Nation, region and society at large. As such, it gives importance to courses and managerial trainings that are molded in a way true to the culture and unique requirements of the state and organizations herein. Ethical practices in management, grooming socially responsible leaders for today and tomorrow are also the primary goals of the Institute.

CONTACT INFORMATION

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