

**A Report on Five days National Level Online FDP on
“Business Analytics & Emerging Technologies”
Organized by Department of Management Studies
Date: 18-Mar-2024 to 22-Mar-2024**

Report submitted by: Dr. E.Gnanaprasuna, Assistant Professor, Department of Management Studies.

Co-chair: Dr. K.V.Geetha Devi, HoD & Assistant Professor, Dept. of Management Studies.

Convenors: Dr. E. Gnanaprasuna, Assistant Professor, Dept. of Management Studies; Dr. V. G. Murugan, Assistant Professor, Dept. of Management Studies

Report Received on 15.04.2024.

Total No. of Registrations: 394

Mode of Delivery: Online Mode through Microsoft Teams.

About the FDP:

“Business Analytics & Emerging Technologies” constitutes a dynamic and all-encompassing faculty development initiative tailored for faculty, research scholars, industry professionals and students. Its purpose is to equip educators with the latest knowledge and skills essential for bridging the gap between academia and the industry in the field of Business Analytics and Emerging Technologies.

Inaugural Session:

The programme started on 18March 2024 at 10:00AM with the Presidential address by Dr. C. Yuvaraj, Principal, MITS, Welcome Address by Dr. P. Ramanathan, Professor & Vice-Principal Academics, MITS and a welcome note by Dr. K.V. Geetha Devi, HoD & Assistant Professor, Department of Management Studies. In the welcome note, Dr. K. V. Geetha Devi highlighted the importance of different technologies in management studies, and summarised about the resource persons and participants from different states of India

Day 1: 18-03-2024, Session 1 & Time: 10:00 AM to 12:00 PM

Resource Person: Prof. Raja Shekhar Senior Professor in school of Management Studies, University of Hyderabad.

Topic: Business Analytics.

Mode of session: ONLINE (Microsoft Teams)



The resource person started the session by extending his thanks to the Management of MITS. He started with introduction to business analytics, theoretical backdrop on business analytics. He also covered descriptive analytics, prescriptive analytics and also presented advanced formulas in MS-Excel. The session ended with Q&A session.

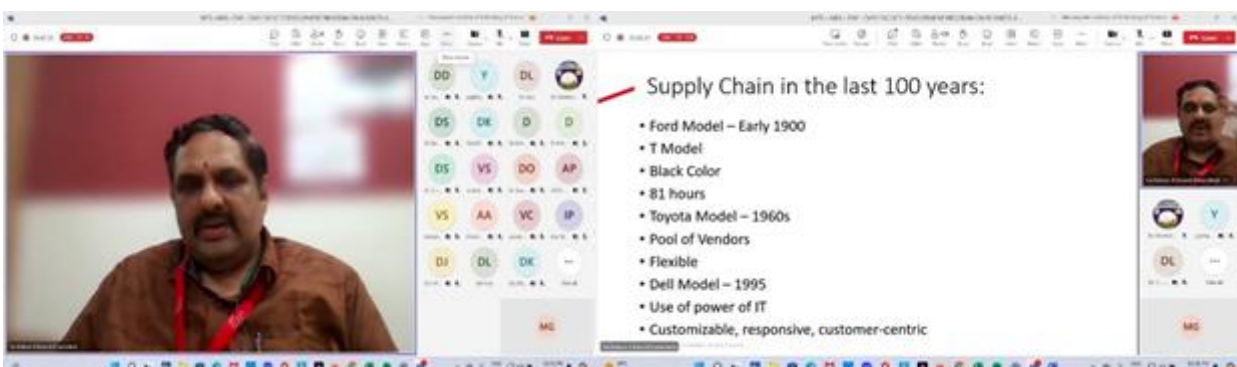
Guest profile Introduction by Dr. E. Gnanaprasuna, Assistant Professor, Department of Management Studies.

Vote of Thanks by Dr. V.G. Murugan, Department of Management Studies.

Day 1: Session 2: 18-03-2024 & Time: 2:00 PM to 4:00 PM

Resource Person: Mr.Sai Kishore, HOD, Tech Mahindra SMART Academy for Logistics and Supply Chain Management. Topic: Supply Chain Analytics.

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He started with introduction to supply chain management, objectives, and challenges of Supply Chain Management. He presented content on role of analytics in supply chain as well as types of supply chain analytics. He also presented on supply chain analytics using Python, finally he presented latest trends in supply chain analytics. The session ended with Q&A session.

Initiated by Dr. E. Gnanaprasuna, Department of Management Studies.

Guest profile Introduction by Dr. V. G. Murugan, Department of Management Studies.

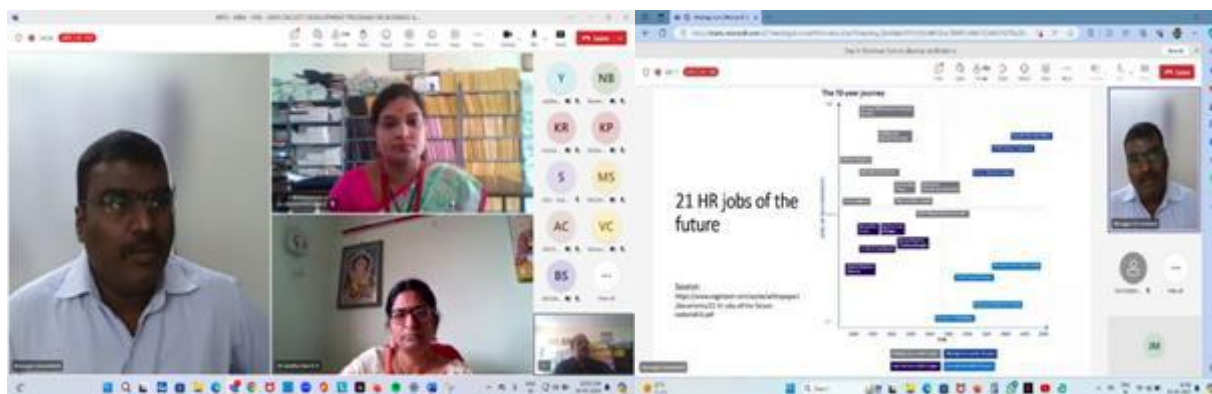
Vote of Thanks by Mr.P.Leela Prasad, Department of Management Studies.

Day 2: Session 1: 19-03-2024 & Time: 10:00 AM to 12:00 PM

Resource Person: Dr.P.Murugan,Ph.D, Assistant Professor, University of Hyderabad, Hyderabad.

Topic: HR Analytics using R Programme.

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He started with what is HR Analytics, later explained about Attrition modelling using logistic regression, logit transformation, steps in modeling and analysis on modelling. The session ended with Q&A session.

Initiated by Dr.E.Gnanaprasuna, Department of Management Studies.

Guest profile Introduction by Dr.K.Srinivasa Krishna, Department of Management Studies.

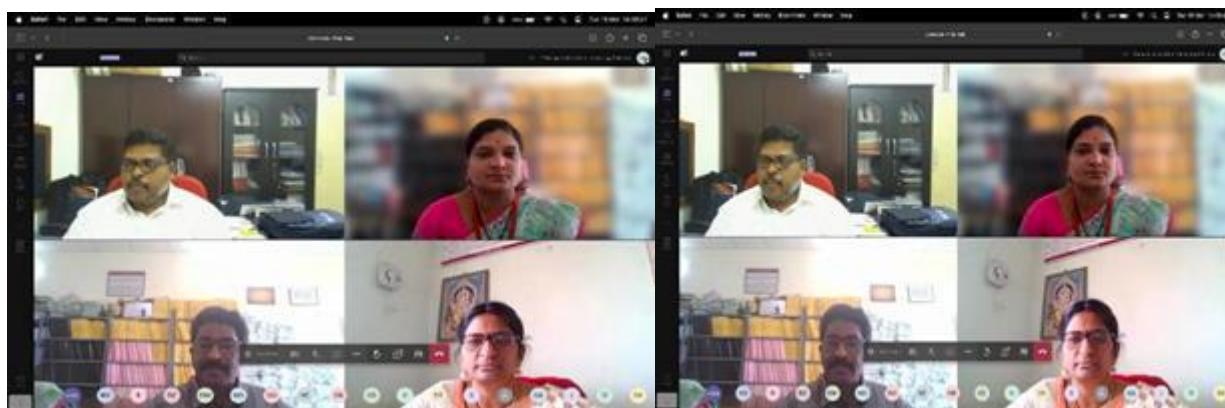
Vote of Thanks by Dr. Dr.K.Srinivasa Krishna, Department of Management Studies.

Day 2: Session 2: 19-03-2024 & Time: 2:00 PM to 4:00 PM

Resource Person: Dr. Irala LokanandaReddy, Ph.D, Professor, University of Hyderabad, Hyderabad.

Topic: Financial Analytics.

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He explained about different types of analytics, Descriptive analytics, Ratio analysis, predictive and prescriptive financial analytics. The session ended with Q&A session.

Initiated by Dr.E.Gnanaprasuna,Department of Management Studies.

Guest profile Introduction by Mr. V.Venkata Rao, Department of Management Studies.

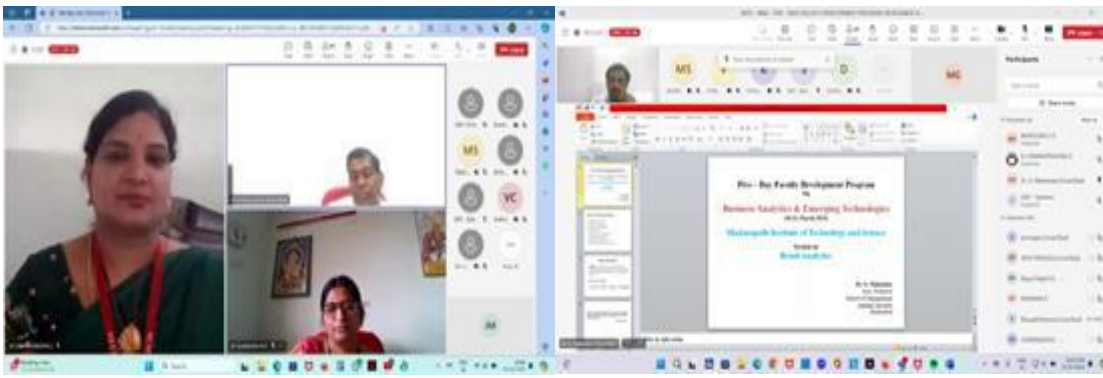
Vote of Thanks by Mr. V.Venkata Rao, Department of Management Studies.

Day 3: Session 1: 20-03-2024 & Time: 10:00 AM to 12:00 PM

Resource Person: Dr.DV.Srinivasa Kumar, Associate Professor, University of Hyderabad, Hyderabad.

Topic: Marketing Analytics using Market Basket Analysis.

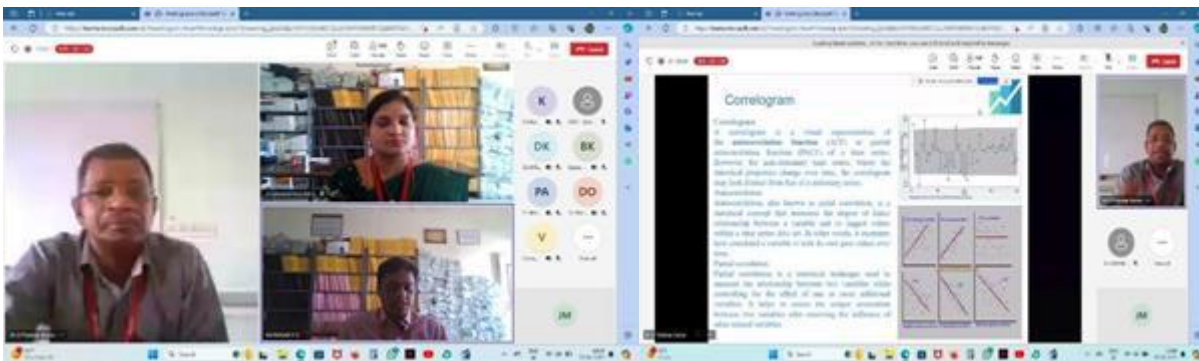
Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He explained about Marketing Analytics- The conventional methods: Segmentation, conjoint Analysis, MDS/Perceptual Mapping, Campaign budgeting, CLTV, Survival Analysis, Market Basket Analysis Emerging Scenario, Digital market analysis and AI driven marketing. The session ended with Q&A session.

Initiated by Dr.E.Gnanaprasuna, Department of Management Studies.
Guest profile Introduction by Dr.B.Rajesh Kumar, Department of Management Studies.
Vote of Thanks by Dr.B.Rajesh Kumar, Department of Management Studies.

Day 3: Session2: 20-03-2024 & Time: 2:00 PM to 4:00 PM
Resource Person: Dr.D.Pradeep Kumar, Ph.D, Professor, Madanapalle Institute of Technology, Madanapalle.
Topic: Business Forecasting using Eviews.
Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He explained about the importance of business forecasting. For business forecasting using Eviews software . He referred free version to download software and how to use Eviews software explained step by step very clear manner. The session ended with Q&A session.

Initiated by Dr.E.Gnanaprasuna, Department of Management Studies.
Guest profile Introduction by Mr. B.Sreekanth, Department of Management Studies.
Vote of Thanks by Mr. B.Sreekanth, Department of Management Studies.

Day 4: Session 1: 21-03-2024 & Time: 10:00 AM to 12:00 PM
Resource Person: Dr.Mohsin Khan, Assistant Professor, Institute of Public Enterprise, Hyderabad.
Topic: Model building and Hypothesis testing using AMOS.
Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He explained about the Rules for working on AMOS, Assumptions of AMOS, Basics of AMOS, Colors in AMOS, Errors in AMOS, Mechanism of EFA, Orders Of CFA, Models in AMOS. The session ended with Q&A.

Guest profile Introduction and Vote of Thanks by Dr. K.Venkateswarlu, Department of Department of Management Studies.

Day4: Session2: 21-03-2024 & Time: 2:00 PM to 4:00 PM

Resource Person: Dr.Pramod Kumar Mishra, Ph.D, Assistant Professor, University of Hyderabad, Hyderabad.

Topic: Regression Analysis using SPSS.

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He explained about regression analysis- model assumption, the MLR model, model fit with ANOVA, Multi-Collinearity, Auto Correlations, Logistic Regression model, Probability distribution, Omnibus test of model coefficients, Hosmer and Lemeshow (HL) test, Odds ratio (OR),Wald's ratio, OR and probabilities, Pseudo R-squared, The confusion matrix, Model validation. The session ended with Q&A session with participants.

Initiated by Dr.E.Gnanaprasuna, Department of Management Studies.

Guest profile Introduction and Vote of Thanks by Mr. Muthu Kumar, Department of Management Studies.

Day 5: Session 1: 22-03-2024 & Time: 10:00 AM to 12:00 PM

Resource Person: Mr. T. Pawan, Assistant Professor, University of Hyderabad, Hyderabad.

Topic: Data Visualization using Tableau

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He started with what is Data Visualization, data and information, graphical representation, and explained how to gain useful insights, also presented the Goals of Data Visualization, data scientist, Types of data, Ways of Visualization. The session ended with Q&A session.

Initiated by Dr.E.nanaprasuna, Department of Management Studies.

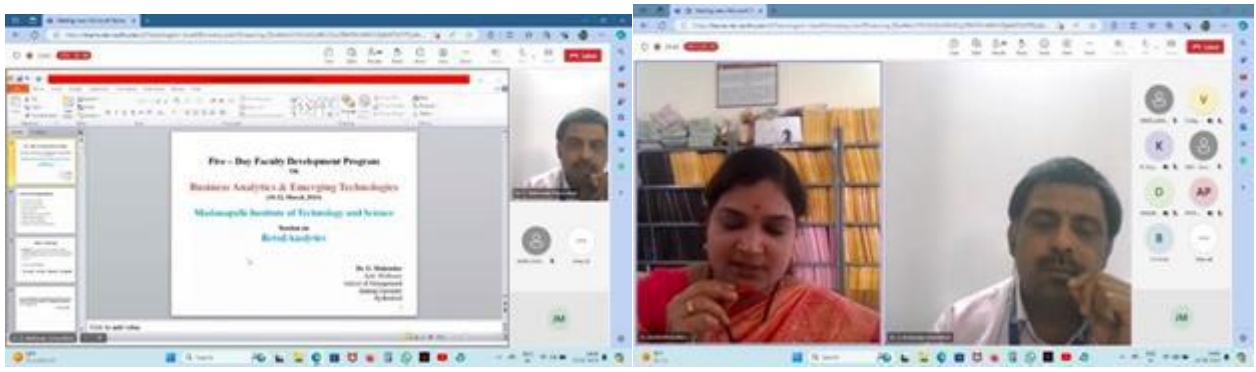
Guest profile Introduction and Vote of Thanks by Mr. B.Roja Kiran, Department of Management Studies.

Day 5: Session2: 22-03-2024 & Time: 2:00 PM to 4:00 PM

Resource Person: Dr.G.Mahindra, Ph.D, Assistant Professor, Anurag University, Hyderabad.

Topic: Analytics in Retail sector using Power BI.

Mode of session: ONLINE (MS TEAMS)



The resource person started the session by extending his thanks to the Management of MITS. He started with Introduction to Retail, and explained about the Functions of retailing, Retail technology trends, Retail Analytics, Applications of retail analytics, Types of retail analytics, retail Analytics(Amazon), Predictive analytics using Power BI. The session ended with Q&A session.

Guest profile Introduction and Vote of Thanks by Dr.E.Gnanaprasuna, Department of Management Studies.

The valedictory talk was given by Dr. E.Gnanaprasuna, Assistant Professor, Department of Management Studies and finally the session was concluded with vote of thanks delivered by Dr. K. Srinivasa Krishna, Assistant Professor, Dept. of Management Studies. He extended his thanks to Management, Principal, HoD, colleagues, research scholars, students, all resource persons and participants for the successful completion of the event.

Summary of FDP:

FDP Outcome:

- Participants deepened their comprehension of the latest tools and techniques in Business Analytics- Financial Analytics, HR Analytics, Marketing Analytics, Eviews, AMOS, Regression analysis, SPSS, Tableau and Market Basket Analysis.
- The FDP facilitated hands-on experience with the covered tools and techniques, enabling participants to develop proficiency in their application to real-world problems. This approach fostered a more practical understanding of the subject matter.
- Faculty members, research scholars and students learned to seamlessly integrate emerging tools and techniques into their teaching curriculum. This integration might involve creating new courses, updating existing ones, and incorporating pertinent case studies and projects.
- Teaching methodologies were enhanced for participants, ensuring their ability to effectively communicate complex concepts related to emerging tools and techniques to their students.
- Faculty members and research scholars leveraged the FDP for professional development, gaining exposure to the latest advancements. This experience enhanced their competitiveness in their respective fields.