

CII Workshop on
BUSINESS ANALYTICS

21 - 22 June 2018: Mumbai

CONTEXT

This workshop is targeted to participants who have access to various data sets in MS excel or CSV and are expected to do basis analytics to get business insight and present effectively to management.

This workshop is designed to make the executives aware how to take get business insights by analysing the Data/information available in various pockets in the organization. Executives are taught how to collate Data, convert them to Information and then get Business Insight using prudent Business Analytics Practices, Tools, Techniques and interactive visualisations.

The workshop is based on analytics case studies. Each module starts with business need/problem and while trying to meet business requirements, it unfolds the concepts, techniques and the best practices related to Business Analytics. The objective is to train the executives how to apply these Business Analytics concepts, tools and techniques using case study method and self-service Business Intelligence Software. Participants will have enough hands-on experience and be skilled enough to start Business Analytics practices at departmental level.

COVERAGE & CONTENTS

Session 1 - Introduction to Business Analytics

- Introduce the objective, outline and pedagogy of the workshop
- Set expectations, goals and limitations
- What is Business Analytics
- Learnings from thought leaders
- Business Analytics adoption, challenges – survey results
- Where do we start and what steps to follow
- What skills required and the team composition

Session 2 - Analytical Thinking - Group Exercise

- Setting business context
- Asking the right question
- Developing and testing hypothesis
- Performance Measurement
- Mean vs Median – sales performance
- Correlation is not causation

Session 3 - Understanding & Exploring Data (with hands-on)

- Exploring categorical and quantitative variables
- Relationship between variables
- Basic statistics - Correlation coefficient, Box Plot, Scatter Plot, ANNOVA test
- Hands-on: Applying EDA concepts using Tableau (BI tool)

Session 4 - Visual Analytics (with hands-on)

- What is Visual Analytics
- Group exercise on choosing appropriate chart for different business questions
 - Line, Area charts and Heat Maps
 - Bar Chart and Stacked Bar Charts
 - Pie Chart, Tree Map, Tree on Bar Chart
 - Bullet Graph, Benchmark, Control Chart
 - Pareto Chart
 - Calendar Viz
 - Independent Axis & Dual Axis
 - Spatial Analytics
- Colour Science

Section 5 - Data Management - HR data & hands-on

- Typical issues with raw data
- Data to Information journey - data management
- Data Modelling basics - Dimension, Measure, Hierarchy
- Concepts of Data Mart, ETL, Business Intelligence Platform
- Information to Insight journey
 - Types of insights - descriptive, prescriptive, predictive
- Hands-on : Basic data management using Tableau Prep

Session 6 - Diagnostic Techniques

- Groups & Sets of Dimensions
- Distribution through Data Binning
- User defined filters for both measure and dimension
- What-if analysis using Parameters
- Dynamically finding Top/Bottom
- Quick calculations
- Trend line and forecasting
- Clustering

Session 7 - Interactive Dashboards

- Dash Board, Score Card/KPI
- Dash Board Interactivity using Action
- Story Board Presentations
- Hands-on: Creating dashboards using BI tool

Session 8 - Predictive Analytics

- Predictive Modelling - Overview with case studies,
- Statistical Algorithms - Linear Regression, Logistic regression, Clustering
- Data Mining - Process & Strategy

Session 9 - Prescriptive Analytics

- Prescriptive Analytics - Overview with case studies
- Overview of Linear Programing and Integer Programing

Session 10 - AI and Machine Learning

- What is AI and its applications
- Machine Learning Algorithm overview
- Internet of Things (IoT)
- Big Data technology

Concluding Session - Identification of Analytics Areas & Warp up

- Summary of learnings
- Each participant identifies decision points where analytics can help him taking more prudent decision
- Review expectations vs Goals
- Feedback

After completing this workshop, each participant will:

- Identify at least one area where he/she can apply analytics to get business insights for the company
- Identify few decision points (either operational or strategic) where analytics will help to take a fact based prudent decision for the company.
- Gain knowledge and skills on descriptive, diagnostic and visual analytics to start doing these analytics using self-service Business Intelligence Tool
- Learn how to apply basic statistics to explore and understand business data
- Learn to effectively present the analysis to management using visualisation techniques
- Be aware of what is possible using predictive, prescriptive and big data analytics

TARGET AUDIENCE / WHO SHOULD ATTEND

● Business Heads / Unit Heads ● MIS Heads ● Chief Financial Officers ● Chief Information Officer ● Chief Audit Executives ● Operations Managers ● Managers and executives working in any of the functional areas like Sales & Marketing, Accounts & Finance, Purchase, Operations, Administration, HR, etc.

PRE-REQUISITES

Participants are requested to carry their laptop (uploaded with 4GB RAM, Windows or Mac OS) for the workshop

FACULTY - SUSHANT PANDA

Profile of Sushant Panda

B.Tech. from IIT, BHU, Benares and MBA from Asian Institute of Management and has 25 plus years of rich experience in various industries. Completed Applied Statistics course from Stanford Online. Attended Data Scientist hands-on workshop at Stanford University. Sushant is also certified trainer in Visual Analytics using Tableau.

Sushant has worked in various corporates like Larsen & Toubro, Tata Unisys, CMC. The Chase Manhattan Bank in various roles. In L&T he was involved in Project Management of Cement & Chemical Plants, usage of IT automation in Project Management - CAD/CAM, Software Development on Mainframe. Subsequently in his tenure with Tata Unisys as Systems Analyst, was part of Global software development team in 4GL Language.

After finishing his MBA, he worked in Hong Kong for one year as Foreign Exchange investment consultant but soon moved back to India to join CMC. At CMC he was part of the Project Management team of Bombay Stock Exchange Computerization Project - **BOLT**.

Just before The Chase Manhattan Bank set up its branch in India, Sushant joined **The Chase Manhattan Bank** as Head of IT & Banking Operations. He was completely involved in the process of Bank Branch set up from Technology and Banking Operations (Treasury, Trade Finance and Corporate Banking) prospective. He has worked on various Global IT projects during this tenure.

After having worked in various industries as employee, Sushant became an Employer as a Director at Lauren Information Technology Pvt Ltd for a decade. He was instrumental in its business growth many fold and setting up branches across India. During his tenure, Lauren grew from IBM centric business partner to a Technology Solution Provider to Large Indian & Multi National Corporates on IBM, Oracle, Microsoft, HP, CISCO, VMWare, Citrix Technologies. He was instrumental in implementing SAP & Business Analytics Tool (IBM - COGNOS) at Lauren to increase business efficiencies.

In the year 2011, Sushant founded **Syum Labs** with a vision to provide Services and Skills Development in the area of Business Intelligence/Analytics, Predictive Modelling and Machine Learning. Syum provides services around Business Analytics - Consultancy, Onsite/off site Projects and skills development. Syum closely works with couple of Premium Universities in India in R&D in Advanced analytics area.

Sushant has already conducted several workshops:

- Top Management on “Leveraging Business Analytics for better Strategy” at **Indian School of Business (ISB), Hyderabad**
- Middle Management on “Taking better decisions using Business Analytics” with CSI
- Middle & Young Managers on “Fundamentals on Business Analytics” hands-on

Dates/Schedule of Sessions: 21 - 22 June 2018

21 June 2018 Registration - 9:00am to 9:30am
21 - 22 June 2018 Sessions - 9:30am to 5:00pm

Venue:

Confederation of Indian Industry (CII)

CII Naoroji Godrej Centre of Manufacturing Excellence
Godrej Station-Side Colony
Opposite Railway Station
Vikhroli (East)
Mumbai - 400 079

For Nominations & Enquiries, please contact :

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Executive

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