



# TILAK MAHARASHTRA VIDYAPEETH

(Deemed to be a University)  
(Under section 3 of UGC Act 1956 vide notification No. F-9-19/85-U-3  
Dated 24 April 1987 by the Government of India)  
Accredited by NAAC with 'B++' Grade

Department of Management  
(Member of Analytics Society of India)

Presents

**BUSINESS  
ANALYTICS  
CONFERENCE**

**2019**

22<sup>nd</sup> & 23<sup>rd</sup> February



## CULTURE OF ANALYTICS

Use of analytics is accelerating and that means more data-driven decision making and fewer hunches.

Evidence-based management complements analytics by adding validated cause-and-effect relationships between policies and effects.

- Paul Gibbons

# BUSINESS ANALYTICS IS AT THE CORE OF DATA REVOLUTION

It's imperative across all industries

**EVERY DAY, WE CREATE 2.5 QUINTILLION BYTES OF DATA — SO MUCH THAT 90% OF THE DATA IN THE WORLD TODAY HAS BEEN CREATED IN THE LAST TWO YEARS ALONE. – IBM**

Every organization has the need for analytics - that is, every organization has data they need to gather, analyze, and interpret. But that is easier said than done. As technology evolves and the amount of data and data sources grow exponentially, today's fast-paced business environment may leave you with little time to rethink your analytics initiatives. Accessing new data sources and being able to determine what is valuable and what is noise, is no easy feat.

At Department of Management (TMV), 22<sup>nd</sup> & 23<sup>rd</sup> February 2019 in Pune, India, we'll help you to discover the future career in business analytics domain - A future that is evidence based, A future that you can trust and rely on.

## JOIN US FOR THOUGHT LEADING IDEAS ON HOW TO :

Develop a foundation for Business Analytics Career	Accelerate the adoption of new skills, new roles, new ways of data - driven thinking
Explore different tools and techniques in business analytics	Understand the usage of Analytics in different business functions
Make analytics a differential competitive advantage for everyone	Building a business analytics strategy for your organization
Get to see the diversified datasets and problem - solving approach in an analytical way	Understand Infrastructure required to execute business analytics project



BUSINESS ANALYTICS  
PROFESSIONAL

DATA MANAGEMENT



ANALYTICAL  
EXPERTS

TRENDS  
IN BUSINESS ANALYTICS

### WHO SHOULD ATTEND?

- If you are a Marketing / Finance / HR professional and would like to explore more about business analytics
- If you are a working professional and novice to business analytics - its great time to learn - unlearn
- If you are an academician and want to understand how business analytics can be incorporated in your curriculum from a pragmatic approach
- If you are a student and want to understand and build a career in business analytics

### WHAT CAN YOU EXPECT?

Dedicated, blended sessions on various aspects of business analytics and networking opportunities with academicians, analytical experts.

#### Hot Topics :

- AI / ML / Data Science
- Trends in Business Analytics Jobs
- Data Management Trends
- Marketing / Finance / HR Analytics
- Role of Business Analytics Professional



## KEYNOTE SPEAKERS

### **Mr. Sumedh Nene**

(Visiting Professor : Rotman School of Management, Canada)

His expertise includes management consulting, design thinking and technical writing. He has spent more than 2 decades working for clients from Europe (Austria, Germany), Australia, India, Singapore, United States and Canada. He is the person who is easy to deal with and can communicate effectively with people from all walks of life.

### **Mr. Arunkumar Nair**

(Technical Head - Big Data & Analytics - Msys Tech India Pvt. Ltd.)

He is a technology management graduate from University of Pune. He has spent more than 2 decades in Big Data Analytics, Data Visualization, Data Warehouse, 24X7 DBA, Cloud and application projects. He has worked with clients like Rocky Mountain, Navteq(Nokia), M & T Bank, WeightWatchers, Hollywood Media, SHRM USA.

### **Mr. Hrishikesh Karambelkar**

(Product Director - Rolta India Limited)

He is an Engineering graduate and a research associate from IIT Bombay. He has spent more than 17 years in Data Management and Big Data Analytics. Hrishikesh is an avid writer and speaker on the subject of Big Data Analytics. He has worked with Digital Group Infotech, Oracle Corporation.

### **Ms. Preeti Pandhu**

(Co-Founder - Data Science Lab)

She is an efficient and effective business analytics trainer. She has more than 2 decade of experience working in the domain of analytics and data science. She has worked with organizations like IDeaS, a SAS Company, SAS Research & Development Pvt. Ltd. She is also a certified SAS trainer.

# BUSINESS ANALYTICS CONFERENCE

## 2019

22<sup>nd</sup> & 23<sup>rd</sup> February



**DAY-1 (22<sup>nd</sup> FEBRUARY 2019)**

**PRE-CONFERENCE WORKSHOP**

### **Effective Data Visualization Track 1 : (Morning 9:30 a.m. to 11:30 a.m.)**

Data visualization is vital in bridging the gap between data and decisions. Across the sessions participants will build up, stage by stage, a detailed understanding of all the different aspects of decision making that goes into any data visualization work. The training will be in the form of discussions, practice exercises and case studies. The course will provide an overview of some of the most common visualization tools with an emphasis on developing the Art of data visualization regardless of the tools being used.

**By the end of the workshop, participants will learn how to:**

- Use research - based graphic design best practices.
- Enhance data visualizations with simple, immediately implementable steps.
- Weigh the pros and cons of presenting data through various chart types.
- Present a data story in a clear form for decision - making audiences.

**Professional skills gained from the workshop:**

- Data Visualization
- Graphic Design
- Messaging
- Storytelling

### **Data Analytics Track 2: (Morning 12:00 p.m. to 2:00 p.m.)**

Data has real value and information extracted from it can make or break businesses. Analytics is the intersection of business and data science, offering new opportunities for a competitive advantage.

Data analytics can lead to valuable insights that can determine leads to increase sales, fraud detection, pattern recognition and risk prediction in various domains. As part of this track - workshop focuses on the fundamentals of data analytics with hands-on sessions on following topics.

- Data Analytics - An Overview, Statistical Concepts
- Reliability Testing
- Exploratory Factor Analysis
- Regression (Linear, Multiple)
- Hypothesis Testing like T-Test, F-Test, ANOVA
- Categorical Data Analysis

# BUSINESS ANALYTICS CONFERENCE

## 2019

22<sup>nd</sup> & 23<sup>rd</sup> February



DAY-2 (23<sup>rd</sup> FEBRUARY 2019)

CONFERENCE AGENDA TRACKS

Conference Registration by 9.30 a.m. | Inaugural Ceremony by 10.00 a.m.

Venue : TMV Campus Auditorium, 7th Floor

Conference will cater to the needs of how to build a career in respective domains of business analytics.

### Marketing Track:

Organizations large and small are inundated with data about consumer choices. But that wealth of information does not always translate into better decisions. Knowing how to interpret data is the challenge and marketers in particular are increasingly expected to use analytics to inform and justify their decisions.

Marketing analytics enables marketers to measure, manage and analyze marketing performance to maximize its effectiveness and optimize return on investment (ROI). Beyond the obvious sales and lead generation applications, marketing analytics can offer profound insights into customer preferences and trends, which can be further utilized for future marketing and business decisions.

### Financial Analytics:

Analytics plays an important role in the financial services domain. Applications of analytics are plenty – credit scoring, claims processing, hedging, portfolio analysis, and customer analytics to name a few.

Building models for credit scoring to identify risky customers, identifying fraudulent transactions using pattern detection, identifying cross-sell and up-sell opportunities – these are all examples of application of analytics in the financial services sector.

### HR Analytics:

HR analytics is beginning to help more companies in their recruiting, performance measurement, compensation and retention efforts. HR analytics can help organizations to understand which candidates to hire, which employees are doing well, who's receiving adequate compensation and how employee retention can be improved. Ideally, HR analytics can improve on instinct and gut feeling.

50,000 + data science, AI jobs vacant due to shortage of talent :  
*Report (Economic Times)*

## TAKEAWAYS FROM THE CONFERENCE -

- Roundtable discussion with analytics experts
- First step towards building an analytical career
- Domain specific case studies
- Chance to get discounts on future courses on analytics by Department of Management (TMV)

### REGISTRATION

You can pay by Google pay and send the snapshot of the payment on below mentioned mail-ID

- Email : [management@tmv.edu.in](mailto:management@tmv.edu.in)
- Phone : +91 9420348487 (Anamika Deokar) Google pay A/c.

For any queries : 020-24403063 / 24403077 / 9112286766

### FEE STRUCTURE

Academicians / Research Scholars / Students :

₹ 2000/-

(\*Valid ID is required)

Corporates / Industry Sponsored :

₹ 3000/-

(Inclusive of Tea / Snacks / Lunch & Conference Kit)

Registration fees are inclusive of conference attendance and publication of paper for single author only.

### GROUP DISCOUNTS

Maximize learning by participating together for the conference.

#### Complimentary Registrations:

- 1 person for every 4 paid Registrations
- 2 person for every 6 paid Registrations
- 3 person for every 8 paid Registrations

\*\*\*Space is limited and pre-registration is required. Limited to end-user organizations only.

## GUIDELINES FOR PAPER SUBMISSION

Authors are requested to strictly follow the submission guidelines. Registration fees are inclusive of publication of paper for single author only. In case of two or more authors contact department of management for further guidelines. Kindly submit your full research paper through e-mail [management@tmv.edu.in](mailto:management@tmv.edu.in) by **15th Feb. 2019**.

**Note :** Original research papers related to the Business Analytics and on the following sub themes are encouraged.

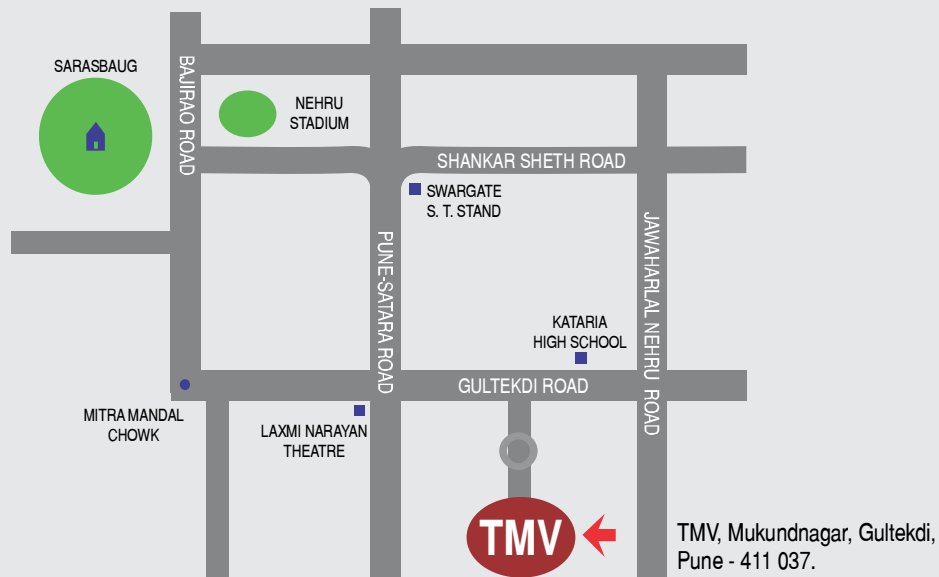
### Themes for Research Papers :

- Role of Retail Analytics in e-commerce industry.
- Role of consumer analytics in consumer experience enhancement.
- Opportunity created by big data for industries.
- Role of HR analytics in recruitment.
- Role of financial analytics in managing personal investment pattern of individuals.
- Role of technology in analytics and big data.
- Role of analytics in digital marketing
- IOT and its impact on Management.

The paper should not exceed more than 7 pages and only non plagiarized, original research papers will be selected for publication in online research journal with ISSN and impact factor.

Chief Patrons	<b>Hon. Dr. Deepak Tilak</b> , Vice Chancellor, TMV
Patrons	<b>Dr. Pranati Tilak</b> , HOD - Department of Management, Administrative Advisor & Chief Convener <b>Hon. Dr. Abhijit Joshi</b> , I/c Registrar, TMV <b>Hon. Dr. Hemant Abhyankar</b> , Dean, Faculty of Management, TMV
Special Presence	<b>Mr. Ajit Khadilkar</b> , Secretary, TMV

### CONFERENCE VENUE



**TILAK MAHARASHTRA VIDYAPEETH**  
(DEEMED TO BE A UNIVERSITY)

(Declared under Section 3 of UGC Act by Govt. of India)  
Accredited by NAAC (Second Cycle) with 'B++' Grade

**Pune Main Campus :** Mukundnagar, Gultekdi, Pune - 411 037. Tel. (020) 24403000 / 24403007

**Pune City :** 1242, Sadashiv Peth, Pune - 411 030. Tel : (020) 24454866 / 24433290

**Kharghar :** Sector No. 14, Plot No. 03, Near Raghunath Vihar, Kharghar, Navi Mumbai - 400 614.  
Tel : 9892110892/8291968563/8291968564

**Sangli :** Plot No. 67-70, Vasantdada Industrial Estate, Near Daily Kesari, Sangli - 416 416. Tel : (0233) 2311920

**Solapur :** C.S. No. 132/3A, Plot No. 10 & 12, Near Asra Railway Bridge, Narasimha Nagar, Jule Solapur 413004.  
Tel : (0217) 2301199

**Mumbai :** Mukhyadhapak Bhavan, Plot No. 6 B, (W) Rd. No. 24, Sion, Mumbai - 400 022. Tel : (022) 24090408

**New Delhi :** Kesari Mahratta Trust, 2/16 INS Building, Rafi Marg, New Delhi 110 001. Tel : (011) 23714149 / 23753780