

## REGISTRATION DETAILS

### Fee Details:

Category	Individual	Group Registration**
Industry	7500	7000
Academician	5000	4500
Research Scholars & Post Graduate Students *	3000	2500

\*Research Scholars and Post Graduate Students must produce copy of their college ID on the day of workshop.

\*\*Group registration is limited to maximum of 3 participants (per group) from same institute. Each member should fill a separate application form.

**Mode of Payment:** Registration fee can be paid through State Bank collect (State Bank of India)  
[Tamil Nadu->Educational Institution->conference and workshop NIT Trichy-> MBA W/S Business Analytics]  
using the link

<https://www.onlinesbi.com/sbicollect/icollecthome.htm>

or by Demand Draft drawn in favour of "THE DIRECTOR, NIT, Trichy" payable at SBI, NIT Tiruchirappalli.

### Registration

Scan the QR code or use the following link for registration & submission of payment details.

<http://tiny.cc/domsba>



**Accommodation:** Accommodation will be arranged on a twin sharing basis at a nominal fee in the institute guest house/hostel at Rs. 700/Rs. 130 per head for a day for outstation participants. Accommodation will be provided in early bird basis.

### Note:

Participants are asked to bring their laptops with R software installed.

Use the following link, to download the software to know about the installation procedure.

<https://www.rstudio.com/products/rstudio/download/>

INSTRUCTION- Download RStudio Desktop from the above link

Last date for receipt of Application form and Payment Details

27<sup>th</sup> September 2019

For any clarification, please contact us at

Email: [workshopdoms@gmail.com](mailto:workshopdoms@gmail.com); Ph. No.: 9994239215, 9940622266



A 5 Day Workshop On  
**BUSINESS ANALYTICS**  
And its Applications using R



28<sup>th</sup> September 2019  
to  
2<sup>nd</sup> October 2019

Organised by  
Department of Management Studies  
National Institute Of Technology, Tiruchirappalli-15

## NIT TIRUCHIRAPPALLI AT A GLANCE

The National Institute of Technology (NITT, formerly known as Regional Engineering College – REC), Tiruchirappalli was established in the year 1964. As an institute of National importance for higher education and innovation, its primary objective is to promote higher education, research and consultancy. NITT has established academic and knowledge focused associations with Universities, Institutions and Organizations around the world. In 2019, The National Institutional Ranking Framework (NIRF) ranking by Government of India NITT has secured an overall rank of 10 among all engineering colleges and 1st among all NITs.

## ABOUT DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies (DoMS) is a part of the institute that has been nurturing students to manage with indelible expertise and skills for nearly 4 decades. Since its inception from 1978, the mission of DoMS is focused towards enriching the society through education, research and consultancy. The proven strengths of DoMS are in the field of Business Analysis & IT Consulting and Business Analytics. DoMS also capitalizes resources of other engineering department of NITT in terms of resource pooling and sharing for academic and research activities. The department also has a strong industry connect and the vast source of alumni network is the biggest asset that DoMS can boast off. DoMS is in the due process of embarking into Executive MBA Programme for Working Professionals. DoMS, NIT Trichy has been ranked 17th position under management category in NIRF rankings 2019 by Government of India. Consistently, DoMS was ranked Top 5 in South India, Top 5 in ROI, and Top rated among the top 100 Bschoools in India.

## ABOUT THE PROGRAMME

This programme will provide you a holistic understanding of business analytics using R. The focus of the programme is on developing new insights and understanding of business performance based on various data analysis techniques. The hands-on exercises with multiple tools of analytics and advanced predictive concepts, ensures the participants to enhance their knowledge on business analytics.

Business Analytics is a tool to make effective decisions in the organization to improve profitability, revenue, market share and returns to a shareholder. It facilitates a better understanding of data and converts to valuable information which improves the operational efficiency of various departments and thereby achieve competitive advantage in the digital era. It can be used for descriptive, predictive and prescriptive analysis to assess the previous and current performance and can formulate optimized techniques for improving business performance.

## FOCAL POINTS

- Application of Business Analytics
- Introduction to R & Python
- Big Data Analytics
- Machine Learning Techniques for Business Decisions
- Cloud Analytics
- Collaborative filtering
- Data Visualization
- Parallel Hands-on Session

## RESOURCE PERSONS

**Mr. Perumal Kumar**  
Director, New Age Analytics,  
Bengaluru

**Dr. G.R. Gangadharan**  
Faculty,  
NIT, Tiruchirappalli

**Mr. Karthik Perumal Murugan,**  
System Analyst,  
Hexaware Technologies  
Chennai

**Mr. Tryambak Chatterjee**  
Data Scientist, Bengaluru

**Mr. Renold Raj Devaraj**  
Analytics Consultant,  
Bengaluru

**Dr. S. Yamini**  
Faculty,  
IIM, Trichy

**Mr. Saikiran,**  
Trainer-Machine learning/Data  
Analytics  
NIT, Tiruchirappalli

## WORKSHOP COORDINATORS

1. Dr. P. Sridevi, Associate Professor, Management Studies, NITT
2. Dr. B. Senthil Arasu, Associate Professor, Management Studies, NITT
3. Dr. V. Lavanya, Assistant Professor, Management Studies, NITT
4. Dr. S. Nivethitha, Assistant Professor, Management Studies, NITT

## WHO SHOULD ATTEND

- Academicians
- Post Graduate Students
- Research Scholars
- Industry participants

Who are looking forward to enrich their knowledge in the arena of business analytics and its application across business domain.