Transformation to Data Driven Decision Making

(Online) Workshop and Certification Program

Why Data Driven Decision Making?

"Data is the new oil" and just like oil before, data is shaping the new world" - Clive Humby

- Data-driven decisions are more accurate than traditional decision making

- Organizations need to utilize the large quantities of data available to improve their decision making

- The decision makers in the organizations need to be equipped with data analytics, especially business analytics

Training objectives:

Keeping in mind the requirements of Managers and Supervisors in the Industry, we prepare them for a shift to data driven decision making,

- To equip managers with tools and techniques to start using analytics-based decision making to tackle real life problems.

- To give participants a case based and hands on approach to shifting to the data analytics approach.

- To gain expertise for function-based analytics (Example: RFM/ Social media analytics/ Recruitment analytics)

Learning outcomes:

- Understand the difference between traditional and data driven decision making

- Designing data collection and processing of data

- Hypothesis development and testing; EDA

- Data visualization for effective communication

- Function based (Marketing/ Human Resource/ social media) analytical techniques

Target audience:

- This workshop is ideal for Managers from different functions (Human Resources, Social Media Marketing, Marketing)

Pre-requisites:

- Basic knowledge of Microsoft Excel or R Programming.

IT requirements for the Program:

- A Laptop/ Desktop (preferably personal) with good audio & video system.

- A strong and stable internet connection.

Training coverage & schedule:

Module No.	Topic(s)	Date	Timings	Fee (INR) excluding GST
1	DIKW Pyramid Data collection techniques Data preparation	08-11-2021	2-4 pm	1000
	Exploratory Data Analytics (EDA)	09-11-2021		
2	Data visualization 1 - Univariate and multivariate graphical EDA	15-11-2021		1000
	Data visualization 2 - Dashboard and story board creation	16-11-2021		
3	Marketing analytics Overview of marketing analytics RFM analysis using Knime	22-11-2021		1000
	Marketing metrics Cluster analysis	23-11-2021		
4	People analytics HR metrics	29-11-2021		1000
	Workforce planning analytics Logistic regression	30-11-2021		
Total fee (excluding GST)				4000
25% discount (only for participants opting all the modules)				1000
Total fee after 25% discount (excluding GST)				3000

Online test(s) schedule:

Online test on Module No.	Date	Timings
1	11-11-2021	02:00 - 02:30 pm
2	18-11-2021	02:00 - 02:30 pm
3	25-11-2021	02:00 - 02:30 pm
4	02-12-2021	02:00 - 02:30 pm

Certification criteria:

- Participants must score a minimum of 60% marks in all the Online tests.

Speakers:

Dr. Chitra Dey is an Assistant Professor in Business School, Vellore Institute of Technology, Chennai. She has taught courses in Business Analytics, Organizational Behaviour and Sustainable Business Models. She conducts training programs for teams and design thinking. She has a Ph.D from IIT Madras and MBA from BIM, Trichy. She has more than a decade of experience in research and teaching, and has worked on various projects in the Industry.

Dr.Thangaraja Arumugam is an Assistant Professor in Business School, Vellore Institute of Technology, Chennai. He did his dissertation in the area of marketing intelligence. He has got 10 years of teaching experience. He teaches in the areas of Marketing analytics and Business analytics. He holds a Post Graduate Degree in Business Analytics and Business Intelligence from University of Texas. His research work has been published and presented in reputed journals and international conferences. He holds patents in the field of social mining, image processing and deep learning. He gained certifications in marketing analytics, pricing analytics and sales forecasting from Scandinavian Institute of Business Analytics. He holds several certificates in marketing analytics such as: Know your customers, Macquarie University, Australia; Applying data analytics in marketing, University of Illinois, USA; and Artificial intelligence in marketing, University of Virginia, USA.

Registration link:

https://www.npcindia.gov.in/NPC/User/webinar_registration?course_select_id=MTU0Ng==

For more details, please contact:

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Regards,
Industrial Engineering Division
National Productivity Council
Regional Directorate Hyderabad