



National Productivity Council

Under DPIIT, Ministry of Commerce & Industry, Govt. of India
Regional Directorate Hyderabad

Webinar Title: Transformation to Data Driven Decisions in Organizations

Date & Time: 26.11.2020 (Thursday), 3-5 pm

Registration Fee (including GST): Rs. 590/-

About Webinar: The objective of this program is to introduce the participants to a paradigm shift in decision making using data analytics. Analysis of trends in past data can give the management insights into operations of the business. This webinar will:

- Provide insights on why an organization should adopt data analytics
- Showcase the strengths of data-based decisions for functional problems in HR, Operations and Marketing with examples
- Help identify venues for collecting and analyzing data for addressing the real time problems of contemporary organizations

Coverage: Introduction to Data Analytics

Why Analytics in business?: Analytics Landscape and applications

1. Data types
2. Data structures
3. Importing and exporting data
4. Data manipulation
5. Sorting and merging
6. Data summaries – Mean, median, mode and percentage analysis
7. Plots - Numerical distribution, Categorical, Combinations

Key Learnings:

- Proper data synthesis and visualization is critical for organizational decision making.
- They will help organizations identify gaps between planned and actual goals and objectives.
- This webinar will introduce the participants to the world of data driven decision making, starting from the beginner levels.

Who will benefit most from this webinar?

- This webinar is ideal for associates and managers from different functions (Human Resources, Production, Marketing) working in an enterprise.
- It will provide insights to people who aspire to learn how to use data analytics for business decision making.

Speaker: Dr. Chitra Dey is an Assistant Professor with VIT Business School Chennai. She has taught courses in Business Analytics, Organizational Behaviour and Human Resource Management. 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.

For more details, please contact:

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