

Report on Faculty Development Programme on Managerial Perspective Of Business Analytics

Event Summary

Conference Organizers

- Graduate School Of Management Studies, GTU
- Gujarat Technological University and All India Council of Technological Education (AICTE)

Duration:

- 20th – 24th January 2020

Venue

- GSMS-GTU, Ahmedabad, Gujarat, India

Experts:

- **Dr. Tanushri Banerjee, Associate Professor, PDPU**
- **Dr. Arindam Banerjee, Professor, IIM, Ahmedabad**
- **Dr. Dhaval Mehta, Assistant Professor, VNSGU**
- **Dr. Rudra Pradhan, Associate Professor, IIT, Kharagpur**

Day 1:

The five day Faculty development programme titled “Managerial Perspective of Business Analytics” was inaugurated on 20th January 2020, Monday at 9:30 am by lighting of the lamp. The inauguration ceremony was presided over by Dr. Navin Sheth, Vice Chancellor, GTU along with the FDP expert Dr. Tanushri Banerjee, Associate Professor, PDPU and the Director of the Graduate School of Management Studies Dr. Pankajray Patel. Dr. Navin Sheth, Vice Chancellor, GTU introduced the expert and exhorted all the faculties to utilize the opportunity to the maximum. In his inaugural speech, Dr. Navin Sheth, highlighted that, “The blend of technology and business makes it an ideal study option for students with an interest in data analysis or working with big data and this Faculty Development Programme at GTU is a Launchpad for building a successful and satisfying insight for educators and researchers.”



(Inauguration ceremony: From left Dr. Tanushri Banerjee, Dr. Navin Shet and Dr. Pankajray Patel)

The morning session was commenced by Dr. Tanushri Banerjee, Associate Professor, PDPU with an activity in which the entire faculty team was divided in to 5 groups. She takes very practical approach with the case studies. Through Google Classroom she give the access to all participation to work on case study worksheets designed by her. In beginning she starts Excel for the data analysis. She also introduce faculty to importance of Histogram and frequency analysis and also gave time to faculty to perform practically on the data. She covered the following topics with the case study:

1. Introduction to Business Analysis- The End-to-End Value chain
2. Decision making with Analytical outcomes for Technical and Non-Technical end users
3. Planning for Analytics in Organization: HR, Marketing, Operations, Finance

The vibrant session came to an end at 1:10 pm with the group discussion on the case study assigned to all the 5 groups.

The post noon session was started off at 2:00 pm by Dr. Arindam Banerjee, Professor, IIM, Ahmedabad with the heated group discussion by various groups on the case study “Railroad laundry Service” which covered the topic Mapping Chart for Analytics Outcome. “Analytics is

the use of modern data mining, pattern matching, data visualisation and predictive modelling tools to produce analyses and algorithms that help businesses make better decisions.”

Day 2

Dr. Tanushri Banerjee, began the session by clarifying the faculties about how Business Analytics requires quantitative methods and evidence-based data for business modelling and decision making. She said that, “Three Dimension view towards problems is required in the organization and here data analytics can play very important role” The session also dealt with the following topic like Data exploration in business analytics, Technology Infrastructure for business analytics, interpreting the statistical outcomes and Speedometer Gauge measures Business Performance. Dr. Tanushri Banerjee motivated the professors to produce more of innovative models for data analysis.



(Dr. Tanushri Banerjee, during FDP Session)

Day 3

On third day, Dr. Tanushri Banerjee covered the data mining methods in business analytics and also provide hands on experience to the participants of RapidMiner Software.

Post lunch Dr. Dhaval Mehta, Assistant Professor, VNSGU started session by giving the hands on experience on Tableau Desktop to the Participants. In just 3 hours he explains how

different software makes the data analysis easy. He introduced many software like R, Orange, Stata, Python, Powerbi etc.



(Dr. Tanushri Banerjee and Dr. Pankajray Patel with participants)

Day 4 and 5

Fourth and fifth day's session covered by Dr. Rudra Pradhan, Associate Professor, IIT, Kharagpur. He highlighted the importance of Data analytics by saying, "Analytics is the basket of statistical tools and mathematical tools. Analytics is a field which combines data, information technology, statistical analysis, quantitative methods and computer-based models into one. This all are combined to provide decision makers all the possible scenarios to make a well thought and researched decision. The computer-based model ensures that decision makers are able to see performance of decision under various scenarios." He covered the following topic in his two days session: Descriptive Analytics, Inferential Analytics, Predictive Analytics and Predictive Analytics.

A bright and lively group of participants attended the programme. While most participants were highly experienced faculty members from Gujarat, a few exceptional candidates who

were close to completing their PhDs, with a keen interest in an academic career, had also been admitted. The diversity in the batch in terms of gender, areas of specialization, geographical locations and prior background encouraged diverse perspectives and enriched the learning experience for the participants. This FDP gave an apt platform to understand applications of Analytics and Big Data in various disciplines of management and how they are being used for solving domain and sector specific problems.

Some of the participants also shared their experience by saying, “The experience of FDP goes beyond classroom learning.”



(Certificate distribution ceremony)