

Business Analytics Training Program

Dear Students,

We are happy to inform you that "INDIAN INSTITUTE FOR PRODUCTION MANAGEMENT - [IIPM], ROURKELA" is going to conduct **Training and Certification Programme in association with Makeintern & E-Cell IIM Calcutta.**

- Topic: Business Analytics
- Training Certification : Makeintern & E-Cell IIM Calcutta Certification (Hard Copy)
- Date – 5th to 07th September 2022
- Enrolment - Maximum -30 Students

Finale: E-Cell IIM Calcutta

REGISTRATION FEE

Students are advised to pay Rs. 2065/- (Rs. 1750/- (Regn. Fee) plus Rs. 315/- (18% GST)) and upload the screenshot of the payment made while filling out the registration link to the bank account listed below.

**Institute Bank Details: Account Title : IIPM School of Management
Account Number : 34411273414 IFS Code : SBIN0010939
Bank Name : State Bank of India Branch Name : Kansbahal Branch**

Registration link:

https://docs.google.com/forms/d/e/1FAIpQLSesrSpTsdAH4Gd29yx9MDAnCWP12k6Z9CNtPf3QKcyUcVhbJA/viewform?usp=sf_link

Last day of Registration process- 20th August 2022

Best platform to learn & showcase your skills that will help in good career growth & placement.



Training Center Program

In Association with Makeintern & E-Cell IIM Calcutta

Live Certification Program on Business Analytics

Organised by :

Indian Institute of Production Management-IIPM Rourkela

Our Presence



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Training Center Program

In association with Makeintern & E-Cell (IIM Calcutta)
&
Indian Institute of Production Management
-IIPM Rourkela



Details

Topic: Business Analytics
Fee: 1750+18% GST
Sub Coordinators:
-Prof. Rakesh Ku Panigrahi:
+91 9437756652
-Dr. Subhasmita Mallick:
+91 6371531590

Benefits:

- ★ Get Industry-recognized certificate: - Makeintern & E-Cell IIM Calcutta.
- ★ Internship assistance for participants.
- ★ Theory & practical hands on session for 3 Days.
- ★ 4 Merit students will join the finale session @IIM campus.
- ★ Winners will receive the 50,000/- prize money.

Details

1st round as Training Session by Industry Expert
With
Indian Institute of Production Management
-IIPM Rourkela
Finale
@E-Cell IIM Calcutta

Faculty Coordinator:

Dr. Kirti Ranjan Swain

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INDIAN INSTITUTE FOR PRODUCTION MANAGEMENT

JOINT COLLABORATION WITH MAKEINTERN & E-CELL IIM CALCUTTA

5TH -7TH SEPTEMBER 2022

BUSINESS ANALYTICS

About Business Analytics: Business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods. Business analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. Business analytics makes extensive use of statistical analysis, including explanatory and predictive modeling, and fact-based management to drive decision making. It is therefore closely related to management science.

CONTENT:

- ✓ Introduction to Business Analytics
- ✓ Business Analytics and Business Intelligence
- ✓ Descriptive Analytics/ Visual Analytics
- ✓ Data Mining
- ✓ Predictive Analytics – Proactive Retention of Retail Customers through Sales Prediction using Linear Model, etc.
- ✓ Predictive Analytics – Credit Risk Modeling using Logistic Models
- ✓ Demand Forecasting (Time Series Models) and Inventory Optimization
- ✓ Prescriptive Analytics/ Recommendation Engine – Market Basket Analysis
- ✓ Objective Segmentation – Credit Card Transaction Authorization
- ✓ Subjective Segmentation – Customer Behavior Segmentation
- ✓ Case Study