

Business Analytics for all Functions

22 July 2021 02:00 PM - 22 July 2021 05:00 PM

Facilitator:

Brief Overview:

Data is the new oil in today's digital economy. Companies like Google, Amazon and Microsoft have understood this well and have been able to derive value, creating newer products backed by limitless data, drawing insights from its users.

Session content:

- In this session, we will decipher and make you understand the following:
 - Importance of Data & relevance of Analytics in Today's Business Context.
 - Big Data: What is it & Why Now?
 - Understanding how companies use New Age Tech: Artificial Intelligence / Machine Learning / IoT & sensor (especially for Manufacturing industries) / Augmented - Virtual Reality / Robotics.
 - Application of Data Analytics in Sales, HR, Operations & Customer Service.
 - Tools in Data Analytics.

For Whom:

- Functional Heads
- Entrepreneurs
- Managers from all functional domains
- Executives from all verticals (HR, Finance, Supply Chain, Operations, Sales and Marketing etc.)
- Faculty members and students

Key Takeaways:

By the end of the session, The Participants will be able to understand and appreciate better the very many facets of Data & its growing influence in Business.

Facilitator profile:

Mr. Vignesh Raja, Management Consultant, Product Head, WinFluentials Co

Fee Details:

- **Fee Details**
- Member amount : Rs 799.00- (Including 18%GST)
- Non Member amount : Rs 949.00- (Including 18%GST)
- Total Member count : 100