



Data Science & Machine Learning

20, 21 & 22 November 2019 | CMS Business School



JAIN
DEEMED-TO-BE UNIVERSITY

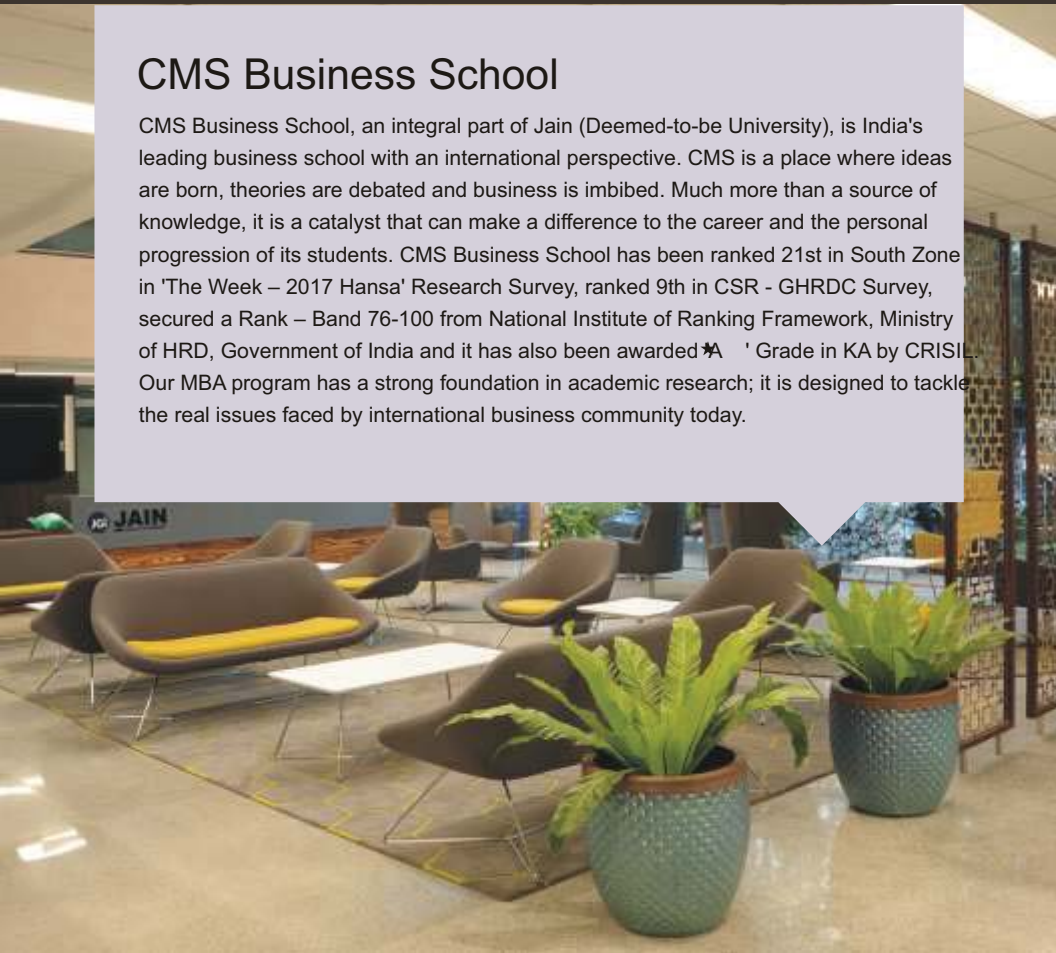
CMS BUSINESS
SCHOOL

Jain (Deemed-to-be University)

Jain University is a Deemed-to-be University u/s 3 of the UGC Act, 1956. JAIN (Deemed-to-be University) is a comprehensive and student-focused university that works towards excellence in quality education, research and entrepreneurial development. Jain (Deemed-to-be University) has been awarded the Graded Autonomy status by the University Grants Commission (UGC) and 'A' Grade by the National Assessment and Accreditation Council (NAAC). Jain has also been ranked 5th among the top private universities in India by India Today survey. It is a member of the prestigious Jain Group of Institutions, headquartered in Bengaluru.

CMS Business School

CMS Business School, an integral part of Jain (Deemed-to-be University), is India's leading business school with an international perspective. CMS is a place where ideas are born, theories are debated and business is imbibed. Much more than a source of knowledge, it is a catalyst that can make a difference to the career and the personal progression of its students. CMS Business School has been ranked 21st in South Zone in 'The Week – 2017 Hansa' Research Survey, ranked 9th in CSR - GHRDC Survey, secured a Rank – Band 76-100 from National Institute of Ranking Framework, Ministry of HRD, Government of India and it has also been awarded 'A' Grade in KA by CRISIL. Our MBA program has a strong foundation in academic research; it is designed to tackle the real issues faced by international business community today.



Theme

The challenges faced with large volumes of digital data, processes automated at the operational level, ever decreasing cost of computing power have lead to a challenging situation for the businesses in terms of being able to extract meaningful digital data. Sectors like Banking, Financial services , Insurance , Retail , Telecom have huge volumes of data which needs to be analyzed to extract meaningful information for decision making. Since data sources have increased over a period of time Data cleaning , Integration , Transformation plays a major role before analysis. Another challenging aspect for businesses is the integration of the majority of data in the form of Text, Voice and Video collected from digital channels like Face Book , Twitter, Instagram, Google Searches etc. It has been observed in industry that only about 30-40% of collected data has been put to effective use. The Focus of the program will be to make the participants aware of latest tools and techniques to analyze such data and to implement predictive techniques in their respective organizations in order to become competitive. Also to bring about a culture of data driven decision making rather than going by experience and gut feel alone.

Objectives:

1. To create awareness of the latest tool and techniques
2. To analyze data, and implement predictive techniques to achive competitiveness
3. To implement a data driven culture for decision making

Participant Profile

Mid-level to Senior Mid-level Managers.
(Prior knowledge of EXCEL is desirable, Participants are required to bring their Laptops).

Date & Duration

20, 21 & 22 November 2019, Three Day Program



Facilitators

Prof. Dr. Chandrashekar S

Is a well-known academican and consultant in the area of Data Science and Machine learning. He has a total of 34years of experience in R&D, Academia & Industry in the areas of Quantitative Techniques & IT. He has taught courses in the areas of IT, QT & Advanced Market Research. He has worked at Indian Institute of Management, Lucknow for about ten years(1988-98) as Professor in the area of Computers & information Systems. He was a member secretary of IIM L Governing Board for about three years. He holds a Bachelor's degree in Electrical Engineering, Master's degree in Computer Science from IIT, Kanpur and Doctorate in Quantitative & Information Systems from University of Georgia, USA.

He has worked in India, USA and Canada in reputed organizations like TIFR, ISRO, NRSA, FORD Aerospace Corporation, National Research Council before joining IIM, Lucknow and is awarded UNDP fellowship for study in Advanced Computer Systems design.

He actively consults with many organizations.

He is also the Founder director of Startup Company incubated at IIT Kanpur funded by SIDBI developing cutting edge solutions in the area of big data Analytics and Risk Management :

www.linkedin.com/in/chandrasekhar-subramanyam-7a22501b



Dr. S R Kulkarni

Dr. Sarangapani nivarthi
Program Director



He has over 20 years of teaching experience and 15 years of Industry experience in the areas of Statistics, Analytics, Multivariate Quality Control methods, Data Mining techniques and Ecommerce Analytics. He has a PHD in Statistics from Pune University.

He has worked and consults in analytics companies like Crane Software, Dell Computers, Datainfocom Pvt Ltd, Kolkata- Predictive Decision Management Company and Delixus Software company Bengaluru.

Dr Sarangapani Nivarthi (B.A., B.Tou., M.Tou & Marketing, M.B.A., PhD – University of Canberra – Australia). He has 23 years of work experience both in corporate and the academia. Dr Sarangapani has served in the academia for 10 years at the University of Canberra. He has published, written book chapters, designed courses, trained executive's, conducted leadership programs in Australia, China, Bhutan, and Vietnam. Dr Sarangapani has the background of corporate experience as a General Manager - Operations for 13 years for an American MNC.

Fee (per participant)

Corporates : Rs.20,000/- + 18% GST
For Research Scholars
and Academics : Rs.10,000/- + 18% GST

EARLY BIRD

(Register before 31st Oct 2019 : Rs 19,000/- + 18% GST)
Group of 5 or more : 5% discount.)

Note : The Registration fee includes entry to the program, tea, luncheon, participation certificate.

Venue

CMS Business School, JAIN (Deemed-to-be University)
No.17, Sheshadri Road, Gandhi Nagar,
Bengaluru – 560 009, Ph +91 80 4684 0400

Payment Procedure

Registration fee must be paid by Demand Draft/
NEFT in favour of "Jain University",
payable at Bengaluru.

Online Transfer / Bank Transfer

Bank Name : Karur Vysya Bank
Branch : Jayanagar, Bengaluru
Account Name : Jain University
Account Number : 1315155000038088
IFSC Code : KVBL0001315

Note : Please provide the committee members listed below
with the transaction details upon registering for the event.
(Please bring your Laptops.)

Schedule - Day 1

09.30 am - 10.15 am	Introduction to Analytics Descriptive , Predictive & Prescriptive
10.15 am - 10.45 am	Data Types, Data Cleaning and Data Transformation
10.45 am - 11.30 pm	Introduction to Basic Statistics & Hands on Session
11.30 am - 11.45 pm	Tea Break
11.45 am - 12.05 pm	Introduction to Predictive Analytics, Simple Linear Regression
12.05 pm - 01.00 pm	Model building and Model Validation
01.00 pm - 01.45 pm	Lunch
01.45 pm - 03.00 pm	Results Interpretation
03.00 pm - 03.15 pm	Tea Break
03.15 pm - 04.30 pm	Hands on with Real life case studies

Schedule - Day 2

09.30 am - 10.15 am	Issues with Multiple Regression
10.15 am - 10.45 am	Multiple Regression, Model development and validation
10.45 am - 11.30 pm	Handling non numeric variables
11.30 am - 11.45 pm	Tea Break
11.45 am - 12.05 pm	Result Interpretation
12.05 pm - 01.00 pm	Introduction to machine Learning
01.00 pm - 01.45 pm	Lunch
01.45 pm - 03.00 pm	Decision trees and their applicability in machine learning.
03.00 pm - 03.15 pm	Tea Break
03.15 pm - 04.30 pm	Results Interpretation, Advances in Decision trees.

Schedule - Day 3

09.30 am - 10.15 am	Introduction to Text Data, Text Analytics, & Challenges in handling Data
10.15 am - 10.45 am	Preprocessing text data, Data Transformation
10.45 am - 11.30 pm	Topic Extraction
11.30 am - 11.45 pm	Tea Break
11.45 am - 12.05 pm	Cloud Map Generation
12.05 pm - 01.00 pm	Sentiment Extraction
01.00 pm - 01.45 pm	Lunch
01.45 pm - 03.00 pm	Case study
03.00 pm - 03.15 pm	Tea Break
03.15 pm - 04.00 pm	Demonstration on how to incorporate text analytics and observe the predictive ability of previously developed techniques.
04.00 pm - 04.30 pm	Discussion

Management Development Program Cell

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