



PDDPU

PANDIT DEENDAYAL PETROLEUM UNIVERSITY



TWO-DAY MANAGEMENT DEVELOPMENT PROGRAMME ON DATA MINING & DATA VISUALIZATION FOR MANAGERS

17th-18th October, 2019 | 19th-20th February, 2020

About the Programme:

Decision maker in organizations mine information from varied sources for effective analytical outcomes. Accessing, processing and analysing the data pose several challenges for the users in managerial roles, primarily because of the nature of the data and complexities involved in processing them for required outcomes. Additional challenge is to be able to communicate the outcomes in a story form using dashboards that the client is able to interpret and understand appropriately. Data mining and data visualization are being used by decision makers to address this need.

This programme will use RapidMiner software, MS Excel and Tableau as a medium to do business problem solving that facilitates understanding of data mining and visualization for analytics decision making both in academia and industry.

Programme Objectives:

1. Be able to connect the role of data mining and analytics to enhanced decision making.
2. Use Rapidminer as a medium for building data mining models with relevant examples.
3. Interpret and communicate the statistical outcomes using MS Excel and Tableau softwares for building business dashboards.

Programme Content:

1. Business, data mining and analytics – the Connect.
2. Building data mining models for solving business problems and decision making.
3. Building dashboards and story for communicating statistical outcomes.

For more information visit www.spm.pdpu.ac.in

Programme Schedule:

Day 1	Day 2
Sessions 1-4: Content: Business Case Analysis by Building Data Mining Models Suggested Reading: Case studies and data shall be provided Faculty: Dr. Tanushri Banerjee	Sessions 5-8: Content: Communicating Statistical Outcomes by Building Business Dashboards Suggested Reading: Case studies and data shall be provided Faculty: Dr. Tanushri Banerjee

Pedagogy:

Case studies requiring business problem solving will be discussed. Hence data shall be provided to participants for building models for data mining and dashboards. All participants shall come with their laptops.

Certificate of participation shall be provided to all registered participants who undergo the programme.

Programme Fee:

INR 12,000 per participant plus GST @ 18% (Non-residential). Residential arrangements can be made as per request at PDPDU Campus/attached campuses at applicable rates on first come-first serve basis. Candidates are also at their discretion to make their own arrangements, if needed.

Registration:

Interested participants are required to register for the Programme by mailing us the following details on our e-mail mdpspm@pdpdpu.ac.in.

1. Name
2. Organization
3. Date of Birth
4. Educational Qualifications
5. Mobile No.
6. E-mail
7. Preferred Programme Dates
8. LinkedIn Profile Link (if any)

MDP Office shall register your candidature and mail you the bank details for transfer of MDP fees after receiving the registration details from you.

Duration:

2 days (8 sessions of 75 minutes each).
It will be offered twice in the current academic year.

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Programme Venue: SPM, PDPDU

Total Seats: 20 Maximum

Faculty Profile:

Dr. Tanushri Banerjee is Associate Professor and Chairperson MDP Programmes, School of Petroleum Management at PDPDU. She is also the Faculty Advisor for Business Analytics Teaching Lab at SPM, PDPDU. Dr. Banerjee has 22 years of work experience divided between academia and industry. Prior to joining PDPDU, she was Associate Director at Duke Corporate Education (India), a joint venture between Duke University and IIMA. She has also been Faculty at Maharaja Sayajirao University, Gujarat University, and visiting faculty at Nirma Institute of Management and Nirma Institute of Technology teaching courses at MDP, PG and UG level. She has been invited as guest faculty at IIM Ahmedabad, KCM, Nepal and other institutes of repute in India. She has previously worked as Systems Analyst at the Corporate Headquarters of Abbott Laboratories in Chicago, and was also Manager of Information Systems at Torrent Pharmaceuticals and Mudra Institute of Communications.

She has recently co-authored 2 books on Data Analytics by SAGE publications. Additionally, presented papers in conferences globally and has publications in national and international journals. At PDPDU, she has conducted MDPs for Mid to Senior Level managers on "Business Acumen" and also teaches in Executive MBA, MDPs, PhD and MBA classes. She has earned her undergraduate degree in Electronics Engineering from M.S. University, Baroda, India, Masters Degree in Information Systems from the University of Illinois-Chicago (UIC) and a Ph.D. in Management (Decision Science) from M.S. University, Baroda, India.

Her research interest lies in the area of data driven decision making, Business Intelligence and associated emerging technologies creating business impact, and women empowerment.



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SCHOOL OF PETROLEUM MANAGEMENT

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