

MDP Name

Business Analytics and Data Management
21 to 25 April 2023



About the Programme:

Decision makers in organizations use 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 interpret the outcomes appropriately. This programme discuss business problem solving that facilitates data analytics decision making both in academia and industry.

Programme Outcomes:

1. Participants shall be able to connect the role of data analytics to enhanced decision making
2. Participants shall be able to use software as a medium for performing data analytics with relevant datasets
3. Participants shall be able to build relevant models and Interpret the statistical outcomes for business solutions

Programme Content

1. Business and Data Analytics – the Connect
2. Machine Learning for Business Decisions
3. Basics of Python
4. Parametric and non-parametric tests with Python
5. Descriptive, predictive and prescriptive models
6. Communicating/ story telling with data
7. Data Visualization using Tableau

Duration

5 days (20 hours)

Day 1: 6 hours

Day 2 and 3: 5 hours each

Day 4 and 5: 2 hours each

Programme Fee (per participant)

Rs 10,000 plus applicable tax

Faculty

1. Dr. Tanushri Banerjee, Dean and Associate Professor, SoM, PDEU

	<p>2. Mr. Saurabh Agarwal, Trainer and Consultant Business Analytics</p> <p>3. Dr. Vipul Patel, Assistant Professor, SoM, PDEU</p>
Programme Venue	<p>Day 1: School of Management, PDEU</p> <p>Day 2 to 5: online via MSTeams</p>
About Institute	<p>Pandit Deendayal Energy University (PDEU), Gandhinagar, recognized by UGC with NAAC A++ Accreditation, is an academic institution of higher education and research. It creates resource pool in the energy sector and has expanded to all other sectors and disciplines. PDEU has been established by Gujarat Energy Research & Management Institute (GERMI) as a private University in 2007 promoted by GSPC Limited, a Government of Gujarat Undertaking. It is located in Gandhinagar, Gujarat.</p> <p>The School of Management (SoM) at the University has been set up in 2006 with the objective of addressing the challenges of preparing managerial manpower across the entire value chain of varied sectors including the Energy sector. It offers MBA, PhD and EMBA programmes.</p>
Nomination process	<p>If you are interested, please send an e-mail at tanushri.banerjee@spm.pdpu.ac.in or call 07923275116.</p> <p>Last date of application is 10 April 2023.</p> <ol style="list-style-type: none"> 1. The fees does not include boarding, lodging and transportation. 2. Fees paid will be nonrefundable. 3. E-certificate shall be provided on successful completion of the MDP.