

Workshop on

# D Analytics & Big Data

For

# A Managers

November 24-27, 2014

&

December 8-11, 2014

**MYRA**  
SCHOOL OF BUSINESS



In  
collaboration  
with



### Overview:

This is a Two-Week intense case study and hands-on oriented workshop.

The workshop is targeted at Business Analysts and Managers, with focus on building the complete understanding of the Data driven decision making with Analytics and Big Data.

### Focus:

The workshop is focused on the “Data to Decision Life Cycle” along with the complete spectrum of the Decision knowledge body required for effective decision making:

- Understanding and applying Business Acumen (Ram Charan Methodology)
- Defining and measuring effective business measures
- Information Granularity for Information Advantage
- Decision Factors and Trade Offs
- Analytical Methodology, Techniques and Methods
- Big Data Landscape, Applications and Techniques
- Translating Business Priorities to Analytical Problem Formulation
- Understanding of the Technologies, Methods and Analytical Project Lifecycle - for effective interaction and management of the Analytical Priorities with the IT and Technology Team.

### Structure:

- This is an Industry-Academia Program with participation from
  - A. Business Analysts and Executives from the Industry;
  - B. PGPX / Exe. MBA Program Participants (5 or more years of Experience) and
  - C. PGDM / MBA Program Participants (0 to 4 years experience). This simulates actual working team scenarios in the companies.
- Participants are paired in groups of four, with mix of Industry, Executive Program and Regular Program participants.
- Pre Work starts a week before the actual workshop Groups will be given some essential / prep works a week ahead of time.
- Each Day will have four hours of SME driven sessions, followed by the team work on the case study / hands on / group presentation sessions.
- Participants are expected to give a minimum four hours of time each day, in addition to the class room sessions. The classroom sessions will be followed by group work sessions.
- Certification of Participation for each participant; Optional “Certification of Completion” available. .

### Dates:

The workshop is organized in 2 phases:

**Phase 1:** Nov. 24 - 27, 2014  
(Monday to Thursday)

**Phase 2:** Dec. 8 - 11, 2014  
(Monday to Thursday)

Pre Work starts a week before the Phase 1 sessions

# Sessions Summary

24-11-2014	<p>Business Acumen and What the CEO Wants You to Know</p> <p>Case based Team Work and Presentations</p>	08-12-2014	<p>Analytical techniques for Decision Making 3 - Clustering by K Means</p> <p>Analytical techniques for Decision Making 3 Regression</p> <p>Case based Team Work and Presentations</p>
25-11-2014	<p>Business Measures: KPIs, Metrics, Facts, Dimensions</p> <p>Dimensionality, Granularity, Conformance, Star Schema</p> <p>Case based Team Work and Presentations</p>	09-12-2014	<p>Time Series and Forecasting</p> <p>Analytical Data Preparation and One View of the Business Entity</p> <p>Case based Team Work and Presentations</p>
26-11-2014	<p>Information Excellence framework Capturing the Business Workflow Integration</p> <p>Process + Data + Domain Approach</p> <p>Analytical Methodology and Life Cycle Case</p> <p>Case based Team Work and Presentations</p>	10-12-2014	<p>Big Data Landscape Overview and Techniques</p> <p>Understanding the 3Vs and their implications</p> <p>Understanding and Identifying Big Data Possibilities in the Business Context</p> <p>Case based Team Work and Presentations</p>
27-11-2014	<p>Data for Decisions: Re Discovering Data Techniques</p> <p>Decision Factors and decision Trade Offs</p> <p>Case based Team Work and Presentations</p>	11-12-2014	<p>Unstructured Data, Text Mining</p> <p>Social Media, Mobility, Cloud</p> <p>Management of Analytics Engagement and Practice Development</p> <p>Case based Team Work and Presentations</p>
25-11-2014 To 27-11-2014	<p>Analytical techniques for Decision Making</p> <p>1- Exploratory Analytical techniques for Decision Making</p> <p>2- Classification by Decision Tree</p> <p>Case based Team Work and Presentations</p>	10-12-2014 To 11-12-2014	<p>Case Studies and Applications</p> <p>Clarifications, Questions, Suggestions, Review</p> <p>Case based Team Work and Presentations</p>

Dr. Abhinanda Sarkar, Associate Dean, MYRA School of Business



Abhinanda Sarkar is the recognized Industry Leader and Data Sciences Expert. He was previously Principal Scientist, Software Sciences and Analytics, in GE Global Research in the GE John F Welch Technology Center in Bangalore. In this role, Dr.Sarkar with GE research and engineering teams as they design software and solutions built around data mining, modeling, and optimization. Earlier in GE, he has served a Lean Six Sigma Master Black Belt and has led and contributed to services technologies for GE Energy and GE Capital focused mostly on risk management and reliability. In a research career with GE, IBM, and MIT, Dr.Sarkar's publications and patents have been in applying statistical and probabilistic methods to areas such as wind energy forecasting, bond market analytics, biomedical text mining, content-based image retrieval, wireless network interference, gravitational wave detection, etc. Dr.Sarkar received his B. Stat and M. Stat degrees from the Indian Statistical Institute (ISI) and his PhD in Statistics (with a minor in Economics) from Stanford University, USA. He taught Applied Mathematics at the Massachusetts Institute of Technology (MIT), USA, for several years while pursuing research interests in time-frequency methods in stock prices and mutual fund ranking dynamics. He has also been visiting faculty at Stanford and ISI. While at IBM Research, he received invention achievement awards for his work on pricing of e-commerce services.

Nagaraj Kulkarni, Director, Information Excellence, COMPEGENCE.

COMPEGENCE is focused on Process, Data and Domain driven "Information Excellence", helping companies address the growing challenges of Data explosion, Information Overload and Interconnected processes / enterprises, towards insightful decisions.

His role at COMPEGENCE includes enabling the corporate "Information Excellence Journey" with current state assessment, focused roadmap, competency building, consulting and consultative mentoring.

His prior stints include TCS (India), Indigo technologies (US), PricewaterhouseCoopers (US), Sun Microsystems (US and India), Intel (India) and HansaCequity (India) in that order.

He is an Alumni of UVCE in Bangalore, and IISc Department of management Studies in Bangalore. His continued learnings have included UCSC Leadership & Management program, ISB's Venture capital program, Marshall Goldsmith's Executive Coaching Program.



Dr. Jay B. Simha, Chief Technology Officer, ABIBA Systems.

He has over 15 years of experience in R&D, Business Intelligence and Analytics consulting. He has implemented large scale systems for telecom, BFSI and manufacturing industries in Business Intelligence and analytics. Prior to this he worked on medical data analysis with Siemens, working on algorithm design and data analysis.

He holds a Doctoral degree in Data Mining and Decision Support and Post-Doctoral from Louisiana State University, USA. He has a post graduate in Mechanical Engineering and Computer Science.

He is active in research and has interests in business visualization, predictive analytics and decision support. . He has so far published about 40 papers in international journals and conferences in the areas of business intelligence and analytics. He has won numerous best paper awards in prestigious conferences.



### Fees:

#### Program Fees:

INR 50,000  
(Subsidized price, thanks to the Industry Support and Sponsorship)

Participant Accommodation can be arranged at additional cost where needed.

### Location & Venue:

MYRA School of Business, Mysore.

### Contact:

Mrs. Mala Krishnaswamy,  
Deputy Director  
(Academics & Administration)  
MYRA School of Business.



## MYRA School of Business

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We offer a 2 year full time AICTE approved PGDM and a 1 year PGPX program.

