



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF MANAGEMENT



**ANALYTICS
KONCLAVE**

in association with



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF COMPUTER ENGINEERING



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF COMPUTER APPLICATIONS



KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956
SCHOOL OF ELECTRONICS ENGINEERING



2nd National BUSINESS ANALYTICS Konclave

THEME

Demystifying Analytics

7th August 2021

INTRODUCTION

“Information is the oil of the 21st century, and analytics is the combustion engine.”
- Peter Sondergard

Business intelligence and analytics area is one of the fastest growing markets in the software landscape. Organizations are generating large amounts of data in real-time, and subsequently looking for professionals who can understand, visualize, and assess these. Deriving insights from the data drives the organizations and help them chalk the path ahead with efficient strategies and financial performances. The process of business analytics involves use of tools and methods to obtain meaning from data. Organizations use business analytics in order to

- Analyze data from multiple sources
- Use advanced analytics and statistics to find hidden patterns in large datasets
- Disseminate information to relevant stakeholders through interactive dashboards and reports
- Monitor KPIs and react to changing trends in real-time
- Justify and revise decisions based on up-to-date information

There are three primary methods of business analysis:

- Descriptive: The interpretation of historical data to identify trends and patterns
- Predictive: The use of statistics to forecast future outcomes
- Prescriptive: The application of testing and other techniques to determine which outcome will yield the best result in a given scenario

The 2nd National Business Analytics Konclave at KIIT Deemed to be University shall provide a forum to discuss the present and future of business analytics; understand the needs of data-driven organizations and scope for data-minded individuals, and debate on burning questions in an increasingly data-dependent enterprise scenario. The Konclave will host panel discussions and an array of workshops on various topics related to the theme.

FORENOON SESSIONS		
TIME	AGENDA	TOPIC
9:30 - 10:45 AM	Key Note speech	
11:00 AM - 12:00 NOON	Panel Discussion 1	The path to a Business analytics professional
12:00 NOON - 1:00 PM	Panel Discussion 2	Data Analytics: Challenges, Responsibilities, Social Media strategies

WORKSHOPS

- 1 Transforming Marketing Management with analytics
- 2 Transforming Operations Management with analytics
- 3 Transforming HR Management with analytics
- 4 Transforming Finance Management with analytics
- 5 Applied Business Analytics and Forecasting
- 6 Proactive and Predictive Analysis: Opportunities & Challenges
- 7 Tools and processes for pre-processing, analyzing and post processing of data in business analytics
- 8 Building smarter, scalable and responsible AI for future



PANEL 1: THE PATH TO A BUSINESS ANALYTICS PROFESSIONAL

“A lot of people can crunch numbers, but I think they'll be in very limited positions unless they can help interpret those analyses in the context in which the business is competing”, says Harvard Business School Professor Jan Hammond. In a world where enterprises are accelerating investment in analytics and operational research, there exist huge demand for various analytics roles. However, there remains short supply of required skills. A student's common challenge is always in mapping one's interest to the domain area and technology. Particularly in analytics area today there are many questions on the mind of a student that remains unanswered. The zeal and desire to work hard and equip oneself with skills is the key to success and what better when the experts themselves share their experience on how to grow into successful business analytics professionals. This panel discussion shall involve the transitional aspects and requirements of an analytics student to a high impact professional in business analytics. Panelists will shed light on the expectations of the industry and the distinguishing skills that will help students fulfill the requirements and build a thriving career in the field of business analytics..

PANEL 2: DATA ANALYTICS: CHALLENGES, RESPONSIBILITIES, SOCIAL MEDIA STRATEGIES

“With great power comes great responsibility”- the Peter Parker principle has become especially relevant in the current world dominance of data. The availability of huge amounts of information brings its own set of challenges, ranging from infrastructure to privacy. Addressing these challenges and understanding the legal, social and anthropological impacts of data analytics are significant part of the organizations' responsibilities. This panel shall discuss the reach and influence of data analytics, the various challenges, the ways to handle them and the gaps that still need to be addressed. Additionally, the pervasiveness of social media and the rich trove of data it brings require effective strategies to utilize them, while being mindful of its effects on the users. Social media leverage has become an integral requirement for most organizations, and the ways to manage these platforms responsibly will also be a topic of discussion in this panel.

PANEL 3: DEMYSTIFYING ANALYTICS: THE SUPERPOWER TO PREDICT

“The best way to predict the future is to create it” - Peter Drucker perfectly summarizes the power of predictive analytics in his quote. Analyzing patterns in data to determine if those patterns are likely to emerge again, allows businesses and investors to adjust where they use their resources to take advantage of possible future events. Identifying risks and creating opportunities is a key advantage of being able to predict outcomes. With a myriad of applications in the industry, predictions have become an integral part of business analytics. But it also involves the element of uncertainty, which can adversely affect organizations. This panel discussion shall cover the necessity and impact of predictions through analytics, its power as a decision-making tool, the risks and challenges involved, and the scope for improvement in the tools and techniques used for predictive analytics.



WHO CAN ATTEND?

Students having an inclination towards Analytics must look forward to be a part of the Konclave and benefit from the discussions and interactions with the industry experts. It is also an opportunity to test their business acumen by participating in the pre-conclave contests. Industry experts shall share this platform with other stalwarts from industry as well as academia to discuss and debate on diverse issues concerning the future of Business Analytics

As KIIT has a wide spectrum of programs, each of the programs gives us the opportunity to invite & interact with the industry mentors & thought leaders. These events give immense scope to both Industry & students to interact & share their views. These are excellent platforms for the students to understand the practicalities of the corporate world directly from the stalwarts & know what corporates are looking for outside the classroom teaching.

Konfidant

Every KSOM student is attached to a corporate mentor, the objective is to provide KSOM students with life skills, help them achieve professional & personal goals, make them industry-ready and support them to realize their full potential. It's a unique corporate mentorship program at KSOM. It's a two day workshop involving more than 20 corporate bigwigs in a one-on-one interaction with KSOM students. These corporate mentors will assume mentorship of their respective mentees and guide them in their career while making them confident and aware of general & specific industrial practices.

KOEDUCATE

KSOM has another unique initiative called "KOEDUCATE" where-in elective sessions across specializations are co-facilitated by internal faculties and corporate experts from the industry. This special initiative enriches course content and delivery by cashing-in on the knowledge of both the faculty and corporate expert and enhances focus on the practical application of concepts studied in the courses

Konfluence

The indigenous outbound programme at KSOM, which happens to be the last two days of the MBA induction programme which gives exposure to the students to work on some live assignments & interact with the people directly to get an idea of how the business works.

MDP & Consulting

KIIT School of Management under the banner of Research, MDP & Consulting (RMC) offers short duration Management Development Programs. The main objective of the program is to provide specific training to corporate executives at different levels of the organizational hierarchy in both private and public sector enterprises.

PROGRAM AGENDA for 2nd National Business Konclave

TIME	SESSION
9:30 AM to 10:45 AM	Keynote Session
11:00 AM to 12 Noon	Panel Discussion 1 "The path to a Business analytics professional"
12 Noon to 1:00 PM	Panel Discussion 2 Data Analytics: Challenges, Responsibilities and Social Media Strategies
2:30 PM to 5:30 PM	3 Tracks and 8 Workshops for students



Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, is an Institution of Eminence (IoE) - a status accorded to top 20 Academic Institutions / Universities in the country out of 900+ Universities in India. KIIT is one of the most progressive Universities and the best in Eastern India, ranked 24th as per the prestigious NIRF rankings 2020. Recently KIIT has been honored with the ISAS badge by International Association of Universities (IAU), UK in recognition of our International approach in Teaching, Learning, Research & Development Strategies. We are the only Indian University to have received this coveted badge. Our campus is truly World Class.

Kalinga Institute of Social Sciences (KISS), Bhubaneswar, India is a fully free, fully residential home for more than 27000 poorest of the poor indigenous children who are provided holistic education from Kindergarten to Post Graduation along with lodging, boarding, health care facilities besides vocational, life skill empowerment. With an humble beginning in 1992-93 with only 125 students, it has now become World's largest residential institute for indigenous children. The Institute plans to educate 2,00,000 poor indigenous children over the next decade by setting up branches in 30 districts of Odisha and all the states of India.



OUR LEGACY

Dr. Achyuta Samanta, a visionary philanthropist is the founder of KIIT & KISS Universities. He comes from a very humble background with a vision to eradicate poverty through education. He lost his father when he was only 4 years old & went through acute poverty in his childhood. However, he was determined to change his future by education and later when he became a professor, he took it upon himself to provide quality education to thousands of poor children for changing their future. He developed a unique model of social transformation by building side by side two great academic institutions - Kalinga Institute of Industrial Technology for the well - to - do, and Kalinga Institute of Social Sciences for the poor.

This unique symbiotic model has grown over the last 25 years into two distinct universities, the KIIT University - running in self financing mode providing education to over 25000 students in subjects ranging from engineering to BioChemistry, from Law to Social Science, from Management to film making and the KISS University with over 35000 students from pre primary to Post Graduation level out of which 25000 are in University campus in BBSR and remaining 15000 are in satellite campuses in distinct tribal hinterlands of the country. Over 20 nobel laureates and over 100 Heads of States have visited KISS and applauded the development model.



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