



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



ANALYTICS  
KONCLAVE

# 3<sup>rd</sup> National BUSINESS ANALYTICS KONCLAVE

 20<sup>th</sup> August 2022

**Theme:** Industry, Analytics  
& Growth in the next Decade





“ War is ninety percent information.”  
- Napoleon Bonaparte

## Introduction

Data and the embedded information have been the need of the hour. And those who wisely use data have a road not ending of success. Our memory of the disturbances brought on by the Covid-19 epidemic will be deeply etched by the years 2020 and 2021. World economies came to a halt, and sectorial losses forced numerous companies to shut their doors as huge numbers of people lost their jobs. These occasions fundamentally completely changed the way we interacted with one another as well as the way the world economy operated. With the adoption of big data analytics, organizations underwent significant organizational changes and moved a number of business operations online in order to remain competitive.

However, the pandemic has dramatically altered business models for companies across all industries. These organizations started their digital transformation journey in line with the rise for tech-driven solutions. The healthcare industry grew as a result of AI-driven improved reporting, healthcare business analytics, and electronic records. The hospitality sector analyzes customer data to understand preferences and demand forecasting to adopt dynamic pricing strategies. Retailers use predictive data analytics to offer buy recommendations and also personalize the entire customer experience online. Banks are

consolidating internal and external customer data to build predictive profile of each banking consumer. To further comprehend the new trends during the pandemic, organizations who embraced the remote working paradigm had to implement advanced analytics.

But does it stop there? The Data has been growing in folds and so is the importance of analytics. With the changing times, Companies, individuals, government and even the startups have realized the importance of the Analytics in their respective Fields. The growth is unimaginable in the near future.

Organizations are gathering more data than ever before in an attempt to gain competitive edge from both internal and external data sources. But there are opportunities and obstacles involved in extracting value from the massive amounts of data they are producing. As we enter a new decade, examining present and expected trends may highlight the most promising ones for organizations and its growth.

The 3rd National Business Analytics Conclave at KIIT School of Management, KIIT Deemed to be University would provide a forum to debate on these aspects. The conclave will have two panel discussions and an array of workshops to discuss various aspects of the theme.

## PANEL 1: IT AND ANALYTICS – DISSECTING THE DIFFERENCE

Information Technology (IT) has remained the backbone of software industry since past couple of decades. Knowledge upgradation in software is a must to remain competitive in the sector as the programming world has rapidly changed over the last decade. On top of it the improvement in communication technologies, advances in social media, and addition of millions of new internet users over the past few decades have given rise to large growth of data in our world. And here the industries look for opportunities in analytics to extract information from the data and use it to maximize profits. How industries look into information technology and analytics differently? Are there significant differences between these two areas? What are the major skill sets industries looking for the talents in these two domains?

## PANEL 2: OVERCOMING THE DEMAND-SUPPLY GAP BETWEEN THE ACADEMICS AND ANALYTICS INDUSTRY

The analytics area is different in many ways from other area of work such as: Finance, Operations, Marketing, and HR. The business analytics industry demands the MBAs to be comfortable with the application of technology and the understanding of business process simultaneously. Although business managers are efficient in use of EXCEL, this is not enough for analytics projects at industrial scales and application. This has opened the new dimensions of courses for B-schools offering analytics as a part of their course curriculum. However, it has remained a challenge to meet the exact need and demand of technology at industry level for the same purpose. Industries are quite fast in adopting the modern development in the sector, where academics strive to fulfill the gap. The discussions around this topic intend to throw light on the requirement of the right talents at a broader as well as very specific level.

### ANALYTIX Topics

1. Analytics in Financial Markets and Fintech domain
2. Supply Chain Analytics - Applications in Operations Management
3. Pre-sales and Marketing Analytics
4. People Analytics - Applications in HR Management
5. Technical Skills for a Business Analytics role
6. Personal Skills for a Business Analytics role
7. Functional Skills for a Business Analytics role
8. Building a profile in Business Analytics domain



# Who should attend?



3<sup>rd</sup> National  
**BUSINESS ANALYTICS  
KONCLAVE 2022**

Students having an inclination towards marketing must look forward to be a part of the conclave and benefit from the discussions and interaction with the Industry experts. It is also an opportunity to test their marketing acumen by participating in the business 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. It is also opportunity for them to interact with the young minds to get a fresh perspective on various aspects of Indian marketing scenario.

Academicians can utilise the conclave to share their thoughts on the future of Indian marketing world with participants from industry as well as with students.

## SPEAKERS AT PREVIOUS BUSINESS ANALYTICS KONCLAVES



**Mr. Satyajit Dwivedi**  
Head Analytics  
SAS



**Dr. Rajesh Kumar**  
Director  
Business Analytics  
Philips



**Mr. Bhabesh Panigrahi**  
Director  
GVR Analytics



**Mr. Gautam Mathur**  
Global Director  
Digital & Analytics  
Diageo



**Mr. Hari  
Saravanabhavan**  
Global Business Analytics  
Leader, Concentrix



**Prof. Krishna  
Chakravarty**  
Associate Professor  
School of Computer Engineering  
KIIT



**Mr. Amit Kumar Patjoshi**  
National Lead (India)  
Palladium



**Ms. Parmjeet Virdi**  
Director - Data Analytics  
Publicis Sapient



**Mr. Tarun Goel**  
Director, Analytics  
Tiger Analytics



**Mr. Amitav Panigrahi**  
Head Analytics  
ITC Infotech



**Mr. Sandeep  
Lakshmipathy**  
Sr. Director of Engineering  
GE Healthcare



**Prof. Ashutosh Kar**  
Associate Professor  
KSOM

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



The Business Research Fair of KSOM is an innovative platform for conducting research and analyzing behaviour of individuals (consumers, influencers and others) in association with corporates and how these impact business processes.

## 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.



**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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