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

ANALYTICS
KONCLAVE

4th National
BUSINESS
ANALYTICS
KONCLAVE

19th August 2023

Theme: Building a Sustainable Inclusive Future: Industrial Challenges & Opportunities in Analytics

analyticscon.ksom.ac.in

INITIALIZING.....

```
# Importing required libraries
importKIITSchoolofMangement as KSOM
import AnalyticsKonclaveLearnings as AKL
import AnalyticsKonclave2023Guests as AKG23
import AnalyticsKonclave2023Team as AKT23

# Setting up the invite details
event_name = "4thBusinessAnalyticsConclave"
event_date = "August 19th, 2023"
event_location = "KIIT School of Management"
event_topic = "Building a Sustainable Inclusive
Future: Industrial Challenges & Opportunities in
Analytics"
event_agenda = "Keynote Speech, Panel
Discussion in the first half of the day and
Workshops in the second half of the day"
```

```
# Creating the invite message
invite_message = "Dear AKG23,\n\n
It gives us immense pleasure to welcome you all
to {event_name} scheduled on {event_date},
which will be held at the KIIT School of
Management. The conclave will focus on the topic
of {event_topic} with the agenda for the day
{event_agenda}.\n\n From AKT23"

# Printing the invite message
print(invite_message)
```

Introduction

Over the last 20 years, the field of business analytics has seen significant advances and has transformed the way businesses operate and make decisions.

One of the most significant advances in business analytics has been the advent of big data technologies. With the explosion of data in recent years, businesses have had to find new ways to store, process, and analyze vast amounts of data. This has led to the development of technologies such as Hadoop, Spark, and NoSQL databases, which have made it possible to store and process massive amounts of data efficiently.

Another major development in the field of business analytics has been the rise of machine learning and artificial intelligence (AI). Machine learning algorithms are now being used to make predictions and recommendations based on data, and AI-powered systems are being used to automate a variety of tasks. This has led to significant improvements in areas such as customer service, fraud detection, and supply chain optimization.

The rise of cloud computing has also had a significant impact on business analytics. Cloud-based analytics platforms have made it possible for businesses to access powerful analytics tools without having to invest in expensive hardware or software. This has democratized access to analytics, making it possible for even small businesses to leverage the power of data to make informed decisions.

One of the most exciting developments in recent years has been the rise of generative AI, such as ChatGPT.

These algorithms are capable of generating new content, such as text or images, that is indistinguishable from content created by humans. This has opened up new possibilities for applications such as natural language processing, content creation, and even gaming.

Overall, the development of analytics tools has been driven by the need to solve complex problems and make better decisions based on data. From the Enigma machine to generative AIs, these tools have transformed the way we approach analytics and opened up new possibilities for the future.

The 4th National Business Analytics Conclave at KIIT School of Management, KIIT Deemed to be University would provide a forum to debate these aspects. The conclave will have one-panel discussion on 'Business Transformations with the Adoption of Analytics' and an array of workshops to discuss various aspects of the theme.

We hope that through this conclave, we can explore how advances in business analytics can be leveraged to address the pressing challenges of sustainability and inclusivity and build a better future for all.

BUSINESS TRANSFORMATIONS WITH THE ADOPTION OF ANALYTICS

Business transformations with the adoption of analytics have become crucial in today's data-driven world. With the rapid advancement in technology and the increasing amount of data being generated, businesses are using analytics to gain valuable insights and drive growth.

According to a recent report by Gartner, the global business analytics market is expected to reach $97.3 billion by 2026, growing at a CAGR of 7.9%. This growth is driven by the increasing demand for data-driven decision-making across industries.

Analytics is being used by businesses to optimize their operations, improve customer experience, and drive innovation. For example, in the retail industry, analytics is being used to personalize the customer experience, optimize inventory management, and improve supply chain efficiency. In the healthcare industry, analytics is being used to improve patient outcomes, reduce costs, and enhance clinical decision-making.

The adoption of analytics has also led to the emergence of new business models and revenue streams. For example, businesses are using analytics to create data-driven products and services, such as personalized recommendations and predictive maintenance.

However, the adoption of analytics also comes with its own set of challenges. One of the major challenges is the lack of skilled professionals who can effectively use analytics tools and techniques. Another challenge is data privacy and security, as businesses need to ensure that sensitive data is protected and used ethically.

The adoption of analytics is a critical component of business transformation in today's data-driven world. With the right tools and expertise, businesses can leverage analytics to gain valuable insights, drive growth, and create new business models.

Thank you for being a part of this important conversation. We look forward to a fruitful and engaging discussion.

Workshop Topics

Introduction to Data Science and Analytics: This workshop can cover the basics of data science and analytics, including data collection, data cleaning, data exploration, and data visualization.

Machine Learning Techniques: This workshop can focus on machine learning techniques such as regression, clustering, classification, and neural networks, and how they can be applied to business problems.

Predictive Analytics: This workshop can cover predictive modeling techniques such as time series forecasting, decision trees, and random forests, and how they can be used to predict future trends and outcomes.

Text Analytics and Natural Language Processing: This workshop can focus on techniques for analyzing unstructured data such as text, including sentiment analysis, topic modeling, and named entity recognition.

Big Data Analytics: This workshop can cover techniques for processing and analyzing large datasets, including distributed computing and cloud-based solutions.

Marketing Analytics: This workshop can cover how analytics can be used to optimize marketing campaigns, including customer segmentation, lead scoring, and churn prediction.

Operations Analytics: This workshop can focus on how analytics can be used to optimize operational efficiency, including inventory management, production planning, and supply chain optimization.

Human Resources Analytics: This workshop can focus on how data analytics can be used to drive better decision-making in the field of human resources. It can cover topics such as talent acquisition, employee engagement, and performance management.

Financial Analytics: This workshop can focus on the application of analytics techniques in the finance industry. It can cover topics such as financial forecasting, risk management, and portfolio optimization.

Data Ethics and Governance: This workshop can focus on the ethical and legal considerations involved in collecting, storing, and using data, including issues of privacy, security, and bias.

Who should attend?

Attending the analytics conclave can be an excellent opportunity to learn about the latest developments in the field, connect with other professionals and researchers, and gain valuable insights that can help to advance your career or business.

The event is designed to provide a platform for networking, learning, and sharing knowledge on the latest developments, trends, and opportunities in analytics.

In general, those who should attend the analytics conclave are:

- Professionals working in analytics-related fields, such as data analysts, data scientists, business intelligence professionals, and others.
- Researchers and academics working in the field of analytics, including those in computer science, statistics, economics, and other related fields.
- Students and recent graduates who are interested in pursuing a career in analytics.
- Executives and decision-makers who are interested in leveraging analytics to drive business outcomes.
- Entrepreneurs and startup founders who are looking to incorporate analytics into their business strategy.

SPEAKERS AT PREVIOUS BUSINESS ANALYTICS KONCLAVES

Ms. Krishma Singla
Head, Intelligent Automation Change & Business Transformation HSBC Asset Management

Mr. Aditya Khandekar
President (India)
Corridor Platforms

Mr. Ramesh Saketi
Head – Data, AI, Analytics Cloud & IPA – ACL Digital

Mr. Ganapathy V
Vice President, Head - Global Advanced Analytics Center of Excellence HOLCIM

Mr. Partha Sarathi Mohanty
Sr. Vice President Hitachi MGRMNet Ltd

Mr. Gaurav Chawla
Head - India and APAC Business ITC Infotech

Dr. Rajan Gupta
Vice President - Research & Analytics Analytica Datalab

Mr. Rupesh Khare
Global Head, Advanced Data Analytics and AI, ABB

Mr. Vivek Tomar
Chief Business Officer HOP Electric

Mr. Ravi Kant Dixit
Vice President Technology Agelix Consulting LLC

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

Kuriocity
'A CITY OF RESEARCHERS'

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.

About KSOM
(KIIT School of Management)

KIIT School of Management (KSOM), Bhubaneswar is one of the top B Schools of India with a ranking of 31 as per NIRF, MHRD, Government of India, 2021. KSOM is a part of KIIT Deemed to be University ,Rank 601 – 800 in Time Higer Education University Ranking 2023. KSOM also got the best B School of Odisha by Times Business Awards in 2020.

The MBA program of KIIT School of Management (KSOM) is approved by All India Council of Technical Education (AICTE), Government of India. It is also accredited by the National Board of Accreditation (NBA) of AICTE. KSOM has been awarded Life Membership by Association of Management Development Institutions in South Asia (AMDISA). It is also in the process of attaining SAQS Accreditation.

80% faculty are from industry or with Ph.D. & over half the faculty are from institutions such as IIMs, IITs, TISS, MDI, XLRI and other premier institutes. Specializations are offered in Business Analytics, Marketing, Finance, HR and Operations. KSOM has two Super MBA programs – 2 years super specializations in niche areas like Business Analytics and Supply Chain Management. 100+ recruiters visit the campus for hiring every year. It has a strong industry connect with more than 100 corporate interactions (conclaves, seminars, webinars, conferences, guest lectures) per year. The 35 acres fully WiFi enabled campus has students from more than 10 countries and has an amazing campus life with dedicated student clubs and societies, Knowledge Dialogue Series and sports events.

KSOM's MBA program is a mix of classroom learning along with role-plays, business simulation (first school to inculcate this as part of pedagogy), conclaves, guest lectures, corporate mentoring, live consultancy projects, seminars, a structured summer internship program, regular workshops, club activities, student research undertaken by students and jointly working with the industry through partnership and tie-ups.

The Kalinga Institute of Industrial Technology (KIIT) Deemed-to-be-University is synonymous with academic excellence. It has redefined professional education in the country and set benchmarks in teaching pedagogies and research outputs.

The Education Ministry's NIRF 2022 has placed it as the 20th best university in the country, awarding high scores in parameters such as teaching, learning resources and graduation outcome. In the 'outreach and inclusivity parameter', the university got a score of 77.86.

It ranks in the cohort of 601-800 globally in the prestigious Times Higher Education World University Rankings 2022. It is also India's first QS 5 Stars Rated University – 2021. It was been awarded 5 Stars assessing from all the categories of QS criteria. KIIT became the first private varsity in Odisha and eastern India to enter into the prestigious QS BRICS University Rankings for 2018 being ranked 251-300 in the ranking list. Times Higher Education, in its Asia University Rankings for 2022, has placed it as the 23rd best in India in the overall category.

The remarkable growth of KIIT is rooted in the principles espoused time and again by KIIT Founder Dr. Achyuta Samanta. They are sustained focus on quality education and research with specific attention to universal access to education and equity.

The premier institute is spread over 25 sq. km. of academic township, and offers courses on almost all engineering disciplines, including medicine, management, rural management, law, architecture, biotechnology, fashion technology and other domains. In 2021, KIIT was ranked No. 1 among the top self-financing institutions in the country in the Atal Ranking of Institutions on Innovation Achievements (ARIIA), the second time in a row.

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 and Kalinga Institute of Social Sciences.

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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