



2-day Management Development Program (24th to 25th Feb 2017)

Introduction to Business Analytics & Tools

(With Hands-on practice using MS Excel and SAS Visual Analytics)

A Program Specially Designed for Non-Technical/Non-IT Managers and Executives

Venue: Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool), Matunga, Mumbai- 400019

Overview

This program aims to demystify today's hot topic "Business Analytics and Big Data"- which has deterred and, even, intimidated many non-technical/non-IT managers and corporate professionals from attempting to understand and use it.

Today, organisations are creating enormous repositories of data related to all aspects of their business in order that decisions are made by their managers based on 'facts' i.e. analysis of this valuable repository, to significantly enhance the quality of decisions and business outcomes. Hence, understanding of, and, exposure to the topic and tools (which have greatly simplified the analysis) has become an imperative for every corporate employee.

This program will give participants an overview of "Analytics & Big Data", types of Analytics and a few case studies on analytics. This program will also provide a hands-on exposure to use of advanced MS Excel techniques and basic reporting using SAS Visual Analytics.

For whom:

Anyone/from any management function, who wishes to understand and apply Business Analytics and Big Data at their work place, will find this program of interest.

Pre-requisites

There is no major pre-requisite for this program. However, working knowledge of MS Excel (basic) is desirable.



Outcomes/Benefits

After the completion this program, the participants may expect to:

- Develop basic understanding of Analytics & Big Data
- Use Excel to carry out basic Excel tasks.
- Use Excel for Analytics Reporting & Visualization.
- Use Excel for Predictive Analytics using Regression Techniques.
- Use SAS Visual Analytics to carry out basic reporting tasks.
- Use SAS Visual Analytics to create professional dashboards.

Program Structure

The program is spread over 2 days. Participants will be provided hands-on practice of working with Analytics, MS Excel and SAS Visual Analytics in our IT Lab. The coverage is as under:

Day	Session*	Coverage	Trainer
Day 1	Session 1 - Analytics Overview	1. Analysis v/s Analytics 2. Business Analyst v/s Data Scientist 3. Types Of Analytics 4. Application Of Analytics 5. What is Big Data? 6. Understanding Big Data 7. Use Cases	Prof. Dr. Pradeep Pendse
	Lunch Break		
	Session 2 – Excel	1. Filtering, Sorting, Conditional Formatting 2. Lookups, Conditional Functions, Frequency Table, Forecast 3. Pivot Tables, Pivot Charts 4. Visualization	Prof. Cyrus Lentin
Day 2	Session 1 - Analytics Using Excel	1. Optimization 2. What If Analysis 3. Liner Regression / Time Series Forecasting 1. Logistic Regression	Prof. Cyrus Lentin
	Lunch Break		
	Session 2 – SAS Visual Analytics	1. Overview of SAS and SAS Visual Analytics 2. Data Exploration / Visualization 3. BI Reports & Dashboards 4. Data Preparation	Prof. Cyrus Lentin

**There will be refreshment breaks (Tea/Coffee and biscuits) during the sessions*



Profile of trainers

Prof. Dr. Pradeep Pendse (Dean - IT & Business design, WeSchool, Mumbai)

As an IT Consultant/CIO/Entrepreneur for nearly 15 years, and concurrently as a passionate teacher (for 20 years).

Dr Pendse describes his purpose in life as ‘helping others succeed’. He is a BE, MMS and PhD.

Among the pioneers in India in the areas of Project Leadership, Business Analysis and Business Design/Innovation Management he has trained over 10,000 IT professionals and the first Indian author to write a book on Business Analysis (Prentice Hall, 2008).

He was bestowed with the Fellowship by the Computer Society of India, the Best IT Teacher awards instituted by the Dewang Mehta foundation and again by the Higher Education Forum and distinguished Alumnus award by the NMIMS.

Through his career as a Consultant /IT Entrepreneur/CIO/ Training he has served over 100 organisations including the likes of KEC International, Ceat, MUSCO, Patni, Mastek, Polaris, Accelya Kale to name a few.

Over the past 2 decades, he has contributed to several professional bodies such as CSI, IMC, ISACA, PMI, CIO KLUB, Bombay Chamber of Commerce to name a few and has been a frequent speaker on many professional platforms. He has also been a Jury for several awards notably the Information Week Magazine’s award for Global CIO and the EDGE Awards, the CISCO CIO awards, the Center for Recognitions - CIO Awards and Hot Startup Awards to name a few.

Cyrus Lentin

He calls himself “A Data Science Student For Life!!!”. A Data Scientist proficient at R-Programming, Hadoop tools like Pig, Hive, Impala, Hbase, Sqoop, Spark, SparkHive & Spark-R and BI-Tools like SAS, SAS-VA, Tableau, QlikView and Excel. Has developed various Quantitative, Qualitative, Linear Regression, Logistic Regression and Clustering models. Experienced in Business Analytics, Marketing Analytics, Customer Analytics, Operations Analytics, Financial Analytics. Human Resource Analytics using various descriptive, predictive, prescriptive analysis techniques like regression, clustering, optimization, moving averages, simulation & decision trees. Provides corporate training in Analytics & BI-Tools.

Duration/Dates: 2 days, 24th and 25th February 2017 (Friday and Saturday)

Timings: 9.30 am– 5.30 pm.



Venue: Logica (IT Lab), 3rd Floor, Prin. L. N. Welingkar Institute of Management Development & Research (WeSchool), L. Napoo Road, Matunga (CR), Mumbai- 400019

Investment:

Rs. 7,000/- plus service tax as applicable at the time of payment (currently 15% inclusive of Swachh Bharat Cess @ 0.5% and Krishi Kalyan Cess @ 0.5% i.e. **Rs. 8,050/-**) **per participant for the 2-day program** which **includes instruction, working lunch and refreshments.** **Group discounts available for 3 and more participants (please contact us for details).**

For registration, organisations/ individuals may fill in the attached form and email/Whatsapp/Fax a scanned copy to any of the following

Prof. Sharad P. Nileshwar	+91-9820059056	sharad.nileshwar@welingkar.org
Ms. Ameeta Hampiholi	+91-9820979889	ameeta.hampiholi@welingkar.org
Ms. Tanaz Daruwalla	+91-9322358389	tanaz.daruwalla@welingkar.org
Fax No: +91-22-24195585		

Payment: Payment can be made by the following modes

(a) NEFT/RTGS to Account Name: Welingkar Institute of Management Development & Research. Bank Name: ICICI Bank Ltd. Branch: Matunga, Mumbai 400 019. Bank Account Number: 623701125246. IFSC Code: ICIC0006237 or

(b) Cheque/DD in favour of "Welingkar Institute of Management Development & Research" payable at Mumbai.

If using NEFT, please forward us the transaction reference number and date.

Our PAN no. is AABTS7821G and Service Tax Registration no. is AABTS7821GST004



REGISTRATION FORM

Prin.L.N.Welingkar Institute of Management & Research (We School)
Management Development Center, L. Napoo Marg. Matunga, Mumbai 400019

2-day MDP- "Introduction to Business Analytics & Tools"

Date: 24-25th Feb 2017 (9.30 am to 5.30 pm) Venue: WeSchool, Matunga, Mumbai

We wish to nominate the following persons:

	<u>Name</u>	<u>Designation</u>
1.	_____	_____
2.	_____	_____
3.	_____	_____
4.	_____	_____
5.	_____	_____

Company/Organisation name: _____

Contact person: _____

Tel No.: _____

Fax No.: _____ Email: _____

Payment is made by (*Please tick ✓ the appropriate mode. In case you are remitting the amount by NEFT, please give us a copy of remittance acknowledgment /transaction ID*):

Cheque in favour of 'Welingkar Institute of Mgt. Dev and Research' (payable at Mumbai) cheque no. _____ dated _____ enclosed.

NEFT to ICICI Bank Savings Bank Account Number: 623701125246 (Branch IFSC code ICIC0006237).
 Copy of the remittance acknowledgment /transaction ID is enclosed.

(Note: WeSchool's PAN no. is AABTS7821G and Service Tax Registration no. is AABTS7821GST004)

Name & Signature of Authorised signatory along with Company Stamp