



**IIPM**



**भारतीय बागान प्रबन्ध संस्थान बेंगलुरु**  
**INDIAN INSTITUTE OF PLANTATION MANAGEMENT BENGALURU**  
(An Autonomous Organization of the Ministry of Commerce & Industry, Government of India)

**Management Development Programme(MDP) on  
Business Intelligence and Analytics (BIA) using  
Tableau, R and Excel Software  
29-30, August 2017  
Venue: IIPM Centre, Jorhat  
(Non-Residential Programme)**





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### **INTRODUCTION**

Business Intelligence and Analytics (BIA) and the related field of big data analytics have become increasingly important for Industry, R&D organization, Government Departments, Business Communities, etc., over the past two decades. Industry studies have highlighted a significant development on usage of BIA. For example, based on a survey of over 4,000 management professionals from 93 countries and 25 industries, the IBM Tech Trends report identified that BIA as one of the four major technology trends in management. In a survey of the state of business intelligence and analytics by Bloomberg Businessweek, 97 percent of companies with revenues exceeding \$100 million were found to use some form of BIA tools and techniques. It is estimated that by 2018, a shortage of 140,000 to 190,000 people with deep analytical skills, as well as a shortfall of 1.5 million data-savvy managers with the know-how to analyse data to make effective decisions.

### **WHAT YOU WILL GAIN?**

The course is designed to provide hands on experience on BIA tools and techniques using a real case studies that can be used for data driven decision-making.

### **TARGET AUDIENCE**

The program is aimed at middle level executives/management professionals/business analysts, who want to learn business intelligence and analytics skills in the area of plantation associations / companies, Commodity Boards, Government officers, R&D, education, etc.

### **PREREQUISITE**

Knowledge of basic concepts of mathematics/statistics is desirable but not mandatory.

### **PROGRAM COVERAGE**

#### **Day 1: Descriptive Analytics using Tableau Public**

<b>Session</b>	<b>Topic</b>	<b>Case Study Data Set</b>
I	Introduction to BIA	-
II	Visual Analytics /Data Preparation/ Charts	Retail Store
III	Dashboard and Story Board	Retail Store
IV	Introduction to R Console Software	WHO/USAD

#### **Day 2: Predictive/ Prescriptive Analytics using R Studio and Excel Solver**

<b>Session</b>	<b>Topic</b>	<b>Case Study Data Set</b>
I	Simple linear regression	Wine Price Prediction
II	Logistic Regression	Framingham Study
III	Integer Optimization	Scheduling
IV	Linear Optimization	Revenue Management

## **PEDAGOGY**

The pedagogy for the program will be a mix of theory lecture (10%), introduction of case studies (10%) and hands on training experience (60%) on relevant software and result discussions (20%) for managerial decision making.

## **REGISTRATION PROCESS AND PROGRAMME FEE**

Program fee may be remitted either through a Demand Draft drawn in favour of Indian Institute of Plantation Management payable at Bengaluru **OR** wire transferred to IIPM bank account and the details are furnished below:

Bank Name	:	United Bank of India
Bank Branch	:	IIPM Campus Branch, Bangalore
A/c No	:	1586050000611
IFSC Code	:	UTBI0IPC856 (Fifth character "0" read as Zero)
Swift Code	:	UTBIINBBECB
MICR NO	:	560027009

Rs. 6,000/- \* per participant (including 18% GST)

\* The fee includes soft copy of the workshop material, certificate, working lunch and refreshment.

## **DATE AND VENUE**

29 (Tuesday)-30 (Wednesday), August 2017 at IIPM Jorhat Centre, Tocklai Tea Research Institute campus, Tocklai Experimental Station, Jorhat, Assam

**LAST DATE:** Filled in application forms along with DD or wire transferred details should reach the Institute on or before August 21st (Monday), 2017.

## **IMPORTANT INSTRUCTIONS:**

Participants may bring personal laptop and its accessories for the programme. Seat limited to 20 participants on first-cum-first basis.

## **FOR ANY FURTHER CLARIFICATION or INFORMATION PLEASE CONTACT**

Dr. C. Ganeshkumar, Faculty, Mobile: 09986485061, Email: ganeshkumar@iipmb.edu.in

Mr. Rangan Bhuyan, Lecturer, IIPM-Jorhat, Mob: +91-8822066855, Email: iipmjorhat@yahoo.com

MDP Office, IIPM, Bengaluru, Phone: 080 23211716 (EPABX), Email: mdp.iipmb@gmail.com.

## **PROGRAMME DIRECTOR AND RESOURCE PERSON**

### **Core Faculty**

Dr. C. Ganeshkumar is an Assistant Professor (Decision Sciences and Operations Management) at Indian Institute of Plantation Management Bangalore (IIPMB). He has received his Ph.D. and MBA in Management. He has 2 years of post-doctoral research experience in Indian Institute of Management Bangalore (IIMB). He has published 30 articles in National and International Journals, Presented 15 research papers in various conference and organized various data analytics workshops. His areas of research include Agri-food supply chain and big data analytics. Funded projects from IFPRI-USA and ADB.

### **Industry Faculty**

Resource Persons from Analytics Industry, who has expertise in Business Intelligence and Analytics will also handle the sessions.

# Indian Institute of Plantation Management Bengaluru

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## Application form for Registration

**Management Development Programme on Business Intelligence and Analytics (BIA) using  
Tableau, R and Excel Software  
(Non-Residential Program)**

**Program Date:** 28-29, August 2017

**Venue:** IIPM Jorhat Centre

1. Name:

2. Qualification:

3. Organization Name & Designation (if any):

4. Address for Communication:

E-Mail:

Mobile

5. Work experience:

6. Payment Detail:

**Candidate's Signature**

Filled in Applications may be sent to:

**MDP Office**

Indian Institute of Plantation Management (IIPM)

Jnana Bharathi Campus

P.O. Malathalli

Bengaluru 560 056

Ph: 23211716 (EPABX); Email: mdp.iipmb@gmail.com,

Dr. Ganesh Kumar, Mob: +91-9986485061; E-mail: ganeshkumar@iipmb.edu.in

Mr. Rangan Bhuyan, Mob: +91-8822066855; E-mail: iipmjorhat@yahoo.com