



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

on

**Business Intelligence and Analytics (BIA) using
Tableau, R and Excel Software**

22-24, June 2017



INTRODUCTION

Business Intelligence and Analytics (BIA) and the related field of big data analytics have become increasingly important in both the academic and the business communities over the past two decades. Industry studies have highlighted this significant development. For example, based on a survey of over 4,000 management professionals from 93 countries and 25 industries, the IBM Tech Trends Report identified business analytics as one of the four major technology trends in management. In a survey of the state of business analytics by Bloomberg Businessweek, 97 percent of companies with revenues exceeding \$100 million were found to use some form of business analytics. A report by the McKinsey Global Institute predicted that by 2018, the United States alone will face 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 analyze data to make effective decisions¹.

¹Chen, H., Chiang, R. H., & Storey, V. C. (2012). Business intelligence and analytics: From big data to big impact. *MIS quarterly*, 36(4), 1165-1188.

WHAT YOU WILL GAIN?

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

Primary objectives of the course are:

- a. Learn visual analytics and storytelling through data
- b. Analyse data using statistical techniques to understand and predict the relationships among variables
- c. Apply operations research techniques to analyse complex problems under uncertainty and risk
- d. Analyse and solve problems from different industries such as food, agriculture, manufacturing, service, retail, banking, healthcare, sports etc
- e. Hands on experience with software such as Tableau Public, R and Excel Solver software

TARGET AUDIENCE

The program is aimed at middle level executives/ management professionals/ Business Analysts. Who want to learn business Intelligence and analytics skills?

Graduates or young professionals, academician and researcher? Who want careers in business Intelligence and analytics?

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

PROGRAM COVERAGE

Day 1: Descriptive Analytics using Tableau Public

Session	Topic	Case Study Data Set
I	Visual Analytics-Connecting Data from Different Sources	Retail Store
II	Data Preparation	Retail Store
III	Pivoting and Charts	CO2 Emissions
IV	Dashboard and Story Board	Titanic Passenger List

Day 2: Predictive Analytics using R Console/Studio

Session	Topic	Case Study Data Set
I	Simple linear regression	Wine Price
II	Logistic Regression	Framingham Heart Study
III	Classification and Regression Trees (CART)	Money ball
IV	Text Analytics	Twitter

Day 3: Prescriptive Analytics using Excel Solver

Session	Topic	Case Study Data Set
I	Linear Optimization	Revenue Management
II	Integer Optimization	Sports Scheduling
III	Multi-criteria Decisions Making	Car Sales
IV	Analytic Hierarchy Process (AHP)	Stereo System

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.

PROGRAMME FEE AND REGISTRATION PROCESS

Rs: 7500 per participant (including 15 % service tax)*

*The fee includes soft copy of the workshop material, Certificate, Working lunch and Refreshment.

Application form can be downloaded from Institute's website at www.iipmb.edu.in and send the programme fee by Demand Draft in favour of "Indian Institute of Plantation Management" payable at "Bengaluru"

OR

Through e-transfer NEFT : Bank Name: United Bank of India Branch: IIPM Campus Branch, Bengaluru. A/C No.: 1586050000611 IFSC Code: UTBI0IPC856 (Fifth character "0" read as Zero) Swift Code: UTBIINBBECB MICR No.: 560027009.

DATE AND VENUE

22-24, June 2017, Knowledge Resource Centre, Indian Institute of Plantation Management Jnana Bharathi Campus, P.O. Malathalli, Bengaluru-560 056.

LAST DATE

Filled in application forms should reach the Institute on or before June 20th (Tuesday), 2017.

PROGRAMME COORDINATOR & RESOURCE PERSONS

Dr. C. Ganeshkumar is an Assistant Professor in the area of decision sciences and operations management in the Indian Institute of Plantation Management Bangalore (IIPMB). He has received his Ph.D. and MBA from Pondicherry Central University, Qualified UGC-NET in Management, He has 2 years of post-doctoral research experience in the funded projects from IFPRI-USA and ADB at Indian Institute of Management Bangalore(IIMB). Served as faculty at VIT University, Vellore. 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.

Resource Persons from Flipkart and Dell Analytics, Who has expertise in Business Intelligence and Analytics will also handle the sessions

ABOUT INSTITUTE

Indian Institute of Plantation Management (IIPM), a centre of excellence and the first of its kind National Institute, was established at the initiative of the Ministry of Commerce & Industry, Government of India. The Institute is co-promoted by the Commodity Boards of India, viz., Coffee Board, Rubber Board, Tea Board, Spices Board and Plantation Industry Associations. IIPM has been conceived as a world renowned academic institution focusing in the field of plantation and associated agribusiness and commodity management education. IIPM has educational membership with The Association to Advance Collegiate Schools of business (AACSB-USA) & European Foundation for Management Development (EFMD-Brussels) and obtained permanent accreditation from Higher Learning Accreditation Commission of Texas (HLACT-USA).

COURSE HIGHLIGHTS

Focus on hands on experience using leading software for Business Intelligence and Analytics

Real time case study and data set

Global benchmarked education material and industry relevant examples

Higher Cost: Benefit

Certificate of Participation from IIPM, Bangalore

FOR ANY FURTHER CLARIFICATION OR INFORMATION PLEASE CONTACT

MDP Office, IIPM, Bengaluru, Phone: 080 23212647, Email: mdp.iipmb@gmail.com.

Dr. C. Ganeshkumar, Faculty, Mobile: 09986485061, Email: cgk.iipmb@gmail.com.

IMPORTANT INSTRUCTIONS:

- a) Participants should bring their personal laptop and laptop accessories.
- b) Seat limited to 30 participants on first come first basis so transfer funds only after checking the availability of seats.
- c) Participants would have to make their own travel arrangements and stay. On prior request and additional payment, accommodation may be arranged on first come first basis subject to availability of rooms in the institute guest house and hostel.
- d) If a participant fails to attend the programme, no refund of fees will be made. However, the same can be adjusted during the current or next financial year.

Indian Institute of Plantation Management Bangalore

(An Autonomous Organization of the Ministry of Commerce, Govt. of India)

Application form for Registration

Management Development Programme on Business Intelligence and Analytics (BIA)

using Tableau, R and Excel Software

Program Date: 22-24, June 2017

Venue: IIPM, Bengaluru

1. Name: _____

2. Qualification: _____

3. Organization Name & Designation (if any): _____

4. Address for Communication: _____

E-Mail: _____ Mobile _____

4. Do you need accommodation (Yes or No): _____

5. Work experience: _____

6. Payment Detail: _____

Candidate's Signature

Filled in Applications may be sent to:

MDP Office

Indian Institute of Plantation
Management Jnana Bharathi Campus,
P.O. Malathalli **Bengaluru 560 056**
Ph: 080 23212647
Email: mdp.iipmb@gmail.com