

Apeejay School of Management

Workshop on Analytics Using R on 1st June 2019

Organized by
Apeejay School of Management



About the Institute:

Apeejay School of Management (ASM), New Delhi is a premier institution established in 1993 under the aegis of Apeejay Education Society. ASM is a centre of excellence in management and has been ranked 20th in top private institutions in India*; 6th top B-School in North India*; 33rd in India*. Recognition by AICTE is a testimony of the quality education being imparted at the institute. The institute has been accredited by Accreditation Council for Business Schools and Programs (ACBSP), USA.

*(by Times of India (TOI) B-School Survey, 2018)

About the Programme:

The world of business is facing rapid innovation and change. The traditional function of business management has gone through a wave of transformation with regards of their application and functions. Today, analytics is considered as a key resource in a firm's operational and strategic activities. All leading organizations are rapidly gaining power by leveraging information to gain insights and drive the business. Business analytics provides evaluation of business performance as well as futuristic predictions of firm operations based on extant data and statistical methods.

Business analytics is the collection, measurement, analysis and reporting of data regarding business operations. It involves extensive use of statistical and quantitative analysis, exploratory and predictive models, for purposes of understanding and optimizing businesses and the environments in which it occurs. One can drive business performance by defining, designing, developing, and delivering through the optimal usage of input resources. To succeed, however, one needs a solid understanding of data and analytics. This workshop focuses on basic analytical techniques for analyzing data and arriving at meaningful conclusions.

R is a language and environment for statistical computing and graphics that has gained widespread acceptance in industry and academia as the leading analytic software. R is extremely powerful and can perform a wide

and ever-growing range of analyses and data manipulation tasks. The objective of this workshop is to explore basic analytical tools and techniques and gain the requisite knowledge necessary to use R independently, thus helping participants initiate their own process of learning the specific tools needed for their research. This highly interactive workshop is led by experienced faculty and involves firsthand experience working in R. The workshop is designed for students, researchers, faculty as well as practitioners at any stage of their careers, with analytical bent of mind.

Resource Persons:

Dr. A. N. Mitra has more than 8 years of experience in teaching, research and consultancy. Prior to joining IMI Delhi, he worked as Assistant Professor at IBS Hyderabad. He was Research Assistant at Advance Center of Research in High Energy Materials (ACRHEM), Hyderabad and was involved in Govt. of India projects. He also briefly worked as MR at Lupin Pharmaceuticals.

Dr. Mitra is a PhD in Finance from IFHE University, Hyderabad, and works in the domain of finance & analytics. He has several publications in reputed peer-reviewed journals including Energy Economics, Theoretical Economics Letters, International Journal of Bank Marketing, Journal of Hospitality and Tourism Technology, Society and Management Review.

Dr. Chhaya Wadhwa, faculty at ASM, having more than 17 years of experience.

Ms. Anchal Gupta, faculty at ASM, having more than 12 years of experience.

For Whom:

This program is specifically designed for

- Researchers
- Academicians
- Corporate managers
- Post graduate students

Learning Objectives

Understand business research methods and their applications

Understand the techniques used to link business metrics to performance and decision

makingLearn to identify research designs appropriate for hypothesis testing , Develop skills in data presentation and technical report writing Hands-on training in R

Learning outcomes:

Familiarity with R environment (R, RStudio, Rcmdr)

Gain Proficiency in all the four types of analytical techniques (Descriptive, Diagnostic, Predictive, & Prescriptive)

Knowledge of appropriate analytical tool for a given set of data and correct interpretation of the results from various analytical techniques and preparation of managerial report

Venue & Timings :

Date : 1st June 2019 (Saturday)

Time : 9:30 am – 5:00 pm

Venue : Conference Hall, Apeejay School of Management, Sector-8, Institutional Area, Dwarka, New Delhi- 110077

Pedagogy:

Pedagogy will include illustrated sessions on conceptual frameworks and practical hands on training.

Fees:

For Faculty & Research Scholar Rs 2,150 + 18% GST = Rs 2,537/-

For PG Students Rs 1800 + 18% GST = Rs 2124/-

*The fees includes Workshop Kit, Working Lunch, and Tea.

**This is a non- residential programme.

On completion of the programme, candidates will be given certificate of participation.

Registration:

Participants may send their Demand Draft to Apeejay School of Management, New Delhi.

The Demand Draft may be drawn in favor of **Valedra Pvt. Ltd., payable at New Delhi.**

Last date of Registration:

20th May 2019

Since the seats are limited, aspiring participants are requested to register as early as possible; the seats would be given on first come first serve basis.

All the participants are requested to bring their laptops for hands on practice.



Apeejay School of Management

REGISTRATION FORM

Workshop on Analytics Using R (1st June 2019)

Venue: Apeejay School of Management
Sector-8, Institutional Area, Dwarka, New Delhi- 110077

Name : _____.

Designation: _____

Organization: _____

Address: _____

Phone: (O) _____ (M) _____

E-mail Id: _____

DD Details: DD No. _____

DD Date _____

Branch Name _____ **Issuing Bank** _____

Registration fees for the one day workshop can be paid through Demand Draft in favor of "Valedra Pvt. Ltd. " payable at NEW DELHI.

Date: ___/___/___

Signature: _____

Please mail your completely filled registration form to either of the following Workshop Coordinators:

Dr. Chhaya Wadhwa (9911494112)
chhayawadhwa@gmail.com

Dr. Neeraj Singhal (9871187500)
neeraj.mbd@yahoo.com