

About IIT Kharagpur



Kharagpur - a dusty town tucked away in the eastern corner of India, famous until 1950 as home to the longest railway platform in the world - became the nursery where the seed of the IIT system was planted in 1951. IIT Kharagpur started its journey in the old Hijli Detention Camp in Eastern India, where some of the country's great freedom fighters toiled and sacrificed their lives for India's independence. Spurred by the success of IIT Kharagpur, four younger IITs sprouted around the country in the two following decades, and from these five came thousands of IITians, the brand ambassadors of modern India. It was the success of this one institution at Kharagpur that wrote India's technological odyssey.

The Institute takes pride in its relentless effort to provide the best platform for both education as well as research in the areas of science and technology, infrastructure designs, entrepreneurship, law, management, and medical science and technology. IITKGP is not just the place to study technology, it is the place where students are taught to dream about the future of technology and beam across disciplines, making differences enough to change the world.



Program Features/ Structure

Classroom lectures – **25%**

Numerical/ Problem solving, Case study and Activity – **25%**

Hands-on work with MS Excel - **50%**

Program Schedule and Venue

5 days, 3 - 7 February 2020 (9:30 AM – 5 PM)

IIT Kharagpur – Vinod Gupta School of Management

Program Fee

Nil for TEQIP-III sponsored participants

For others - INR 20,000/- (Twenty thousand) + **GST @18%** per participant

Who will benefit (Eligibility)

you are an BTech/MBA graduate, or, analytics consultant, or, faculty with knowledge on business analytics and basic marketing management

Last day of Registration

26

January 2020

Accommodation

Accommodation will be provided to the TEQIP-III sponsored participants at the campus Guesthouse. For other participants, the same will be provided on chargeable basis as per rule.

How to Apply

Use the link: <https://erp.iitkgp.ac.in/CEP/courses.htm> to apply ONLINE.



Payment if applicable is to be done **ONLINE** after getting short listed for the program.

Contact Us

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NPIU

TEQIP-III

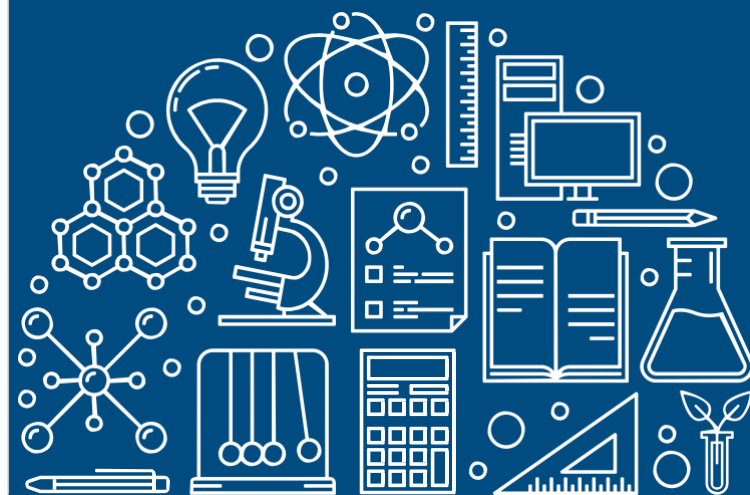
NPIU - A Unit of MHRD, Govt of India for
Implementation of World Bank Assisted Projects in Technical Education

Indian Institute of Technology Kharagpur

MARKETING ANALYTICS

5 Days

3 – 7 February 2020



Introduction / Overview

The participants of this course should have already have basic idea about Marketing Management and Introduction to Business Analytics. In this course we will combine various concepts of marketing and business analytics in storytelling and problem solving. Real life marketing problems are often solved through a sequence of quantitative approaches. Identifying that sequence in the context of various marketing problems is important. This course will help the students in building the same.

Program Objectives

The course would help the academicians as well as practicing managers and professionals to learn marketing analytics tools and techniques and enhance their skills in creating, communicating and delivering value to the customers better. It would also provide them a hands on experience on how to solve marketing problems using MS Excel and R. More importantly, the course would help the participants to be proficient in data driven marketing decision making.

What you will learn? Covered Topics

- Introduction to R Programing
- What customers want?: Customer value, Conjoint Analysis
- Analytics for customer segmentation and targeting
- Demand Forecasting & Pricing
- Pricing
- Marketing Mix Models and Advertising Models
- Recommender System
- Market Basket Analysis and RFM Analysis
- Customer Churn & Customer Lifetime Value
- Text Mining and Sentiment Analytics

About the Faculty

Dr. Swagato Chatterjee

Dr. Swagato Chatterjee is a researcher, consultant, teacher and academician. He has over 7 years of experience in marketing, operations and analytics. He has worked with companies like Coca Cola, Times of India, Technosoft, Mitsubishi, Nomura, Yes Bank, CSC, Ernst and Young, Genpact in various consultancy and training assignments related to analytics. He has also taught in institutes like IIT Khargapur, Narsee Monjee Institute of Management etc. He has published in reputed international journals such as Decision Support Systems, Journal of Strategic Marketing, Journal of Indian Business Research, Global Business Review among others and presented in various national and international conferences. He is a BTech from IIT Kharagpur and a PhD in marketing from IIM Bangalore. Currently he is an Assistant Professor in Vinod Gupta School of Management, IIT Kharagpur in the area of marketing and analytics.

Other faculty for the course

Dr. Biplab Datta

Dr. Biplab Datta is an Associate Professor in Marketing and leadership in Vinod Gupta School of Management, Indian Institute of Technology Kharagpur. His research has been published in Journal of Hospitality Marketing & Management, Marketing Intelligence & Planning, Journal of Marketing Communications, Journal of Consumer Marketing, Total Quality Management & Business Excellence, International Journal of Business Excellence, Journal of Internet Commerce, Journal of Indian Business Research, Foreign Trade Review and Journal of Relationship Marketing

Dr. Sujay Bhattacharya

Prof. Sujay Bhattacharya's area of interest is business analytics. Prof. Bhattacharya is proficient in R and Python softwares. Prof. Bhattacharya can handle complex business analytics problems with varied applications.