Indian Institute of Technology Kharagpur
Vinod Gupta School of Management
Proposed Management Development Programme on
Introduction to Business Analytics
Client: Piramal Glass [2 days Programme x 2 times]
Location: Piramal Glass Premises
Suggested Dates: 20-23rd Jan
Proposed Schedule

Day 1	
Session 1#	What and why of Business Analytics? Where in Piramal?
Session 2	Creating story from data: Angels and demons (using Qlik Sense)
Session 3	Basic Statistics and Probability, Probability Distributions
Session 4	Hypothesis Testing with Data: Application in manufacturing Industry
Day 2	
Session 1	Introduction to Model Building: Correlation and Linear regression analysis
Session 2	Concepts of Big Data, Data Mining and AIML
Session 3	Use cases of Analytics in Industry: Marketing, Sales, Production and Operations, HR
Session 4	Area wise project presentation on application of analytics in Piramal

\# All sessions are of 90 Min duration.
\# All sessions will be mixture of theoretical underpinnings, hands on Excel and Qlik Sense, use cases

VGSOM Resource Persons

Dr Swagato Chatterjee (B.Tech, IIT Kharagpur; FPM, IIM Bangalore)

Prof Swagato Chatterjee, an IIT-IIM alumni, has a rich client base for MDP and consultancy projects on analytics: Ministry of Finance, Ernst & Young, Yes Bank, CSC, Namura, Mitsubishi, Toyota, GE, Times of India, Coca-cola, NTPC, HPCL, Indian Oil, Philips, RPG Group etc. He brings in a mixture of industry experience and academic knowledge in the class to cater to audience of different seniority levels.

Dr Kunal Kanti Ghosh (M.Tech, IIT Kanpur, PhD, IIT Kharagpur)

Prof. Kunal Ghosh has 30 years of experience in Tata Motors in the area of Automotive Design, Production, Quality, IT, Strategy Formulation & Execution. Prof. Ghosh's competence is in Supply Network Management and Business Analytics

Program Co-ordinator

Principal coordinator: Dr Swagato Chatterjee