

Indian Institute of Technology Kharagpur
Vinod Gupta School of Management
Proposed Management Development Programme on
Introduction to Business Analytics
Client: Godrej & Boyce [20-hour Programme]

Proposed Program Plan

Session Name	Coverage	# Sessions	Duration (in hrs)
Introduction to Analytics and AIML	<ul style="list-style-type: none"> • Introduction to Data Science: What, why and how? • Introduction to AIML 	1	1.5
Data Acquisition and Management	<ul style="list-style-type: none"> • Data types, lifecycle, styles of processing • Data management technologies (acquire, store, process, share) and tools • Data quality challenges and Governance 	1	1.5
Analytics Value Discovery and Adoption Methodology	<ul style="list-style-type: none"> • Understanding enterprise data landscape • The critical need of data integration from diverse sources & techniques • Analytics implementation methodology • Approach to Analytics Value Discovery • Case let specific examples 	1	1.5
Enterprise Performance Management	<ul style="list-style-type: none"> • Metrics, KPIs, Scorecards & Dashboards • Collaborative decision-making using scorecard/ OKR • Data visualization techniques (Power BI) • Industry & Function specific analytics • Case let specific examples • Tool demo & Practice 	3	4.5
Fact based decision Practices	<ul style="list-style-type: none"> • Business value of different types of analytics: Exploratory, Diagnostic, Predictive and Prescriptive • Industry specific examples of analytics use cases in operations and their business benefits • Diagnostic: Quality control problems (Excel) • Predictive: Demand forecasting problems – L&T (Excel) • Predictive: Employee Satisfaction problem - IBM (Excel) • Prescriptive: Production Planning Problem (Excel) • Analytics adoption methodology & practices • Introduction to case lets & examples • Tool demo & Practice 	4	6
Analytics Solutions Design	<ul style="list-style-type: none"> • Designing Analytics Centric Initiatives • Persona & Journeys • GQMM and Analytics sweet spot m • Analytics solution definition • Analytics implementation methodology and benefits management • Elements of a good playbook 	2	3
Project Presentations	Project Presentations	1*	2

Key Features

- # All sessions are of 90 min duration (expect project presentation session)
- # Total duration of the program is 20 hours
- # All sessions will be mixture of theoretical underpinnings, hands on Excel and PowerBI, use cases
- # Participants will receive a course completion certificate from IIT Kharagpur

Expected Outcome

- Describe how to collect and prepare data for analyses
- Analyse data using analytics tools and gather business insights
- Use data-driven decision-making to make more informed business decisions
- Test whether your analyses confirm your hypothesis
- Describe ways to apply ML techniques in your work to solve business problems.
- Should be able to demonstrate skills in applied analytics to gather meaningful insights from raw data.

Resource Person and Program Co-ordinator

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, Indian Oil, NTPC, HPCL, Indian Oil, Philips, RPG Group, Piramal etc. He brings in a mixture of industry experience and academic knowledge in the class to cater to audience of different seniority levels.