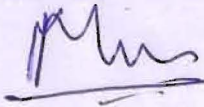




Analytics - Domain Specific Training	
Duration: 15th February 2023-15th April 2023	Venue: RVIM
No. of Participants: 178	Event Coordinators: Prof. Mithun Prof. Payal Jindal
Objectives: To Conduct domain specific certification courses on the following topics: <ol style="list-style-type: none">1. HR Analytics2. Marketing Analytics3. Financial Analytics4. Advanced Analytics	
<p>The sessions will focus on practical exercises, quizzes and case studies to ensure that our students receive comprehensive training on the topics. Students will be graded on classroom attendance, participation and project. The course involves 12 hours of Lab session and 8 hours of project on a dataset.</p> <p>The HR Analytics certification course will focus on the below mentioned topics</p> <ol style="list-style-type: none">1. Employee retention2. Staff productivity analysis3. workforce planning <p>The Marketing Analytics certification course will cover below mentioned topics</p> <ol style="list-style-type: none">1. Customer Segmentation2. Marketing Mix modeling3. Customer Churn Analytics <p>The Financial Analytics certification course will cover the below mentioned topics</p> <ol style="list-style-type: none">1. Stock Market Price Prediction2. Bank loan default prediction3. Credit risk analytics. <p>The Advanced Analytics certification course will cover the below mentioned topics.</p> <ol style="list-style-type: none">1. Image analytics using Transfer Learning2. Customer Sentiment analysis using VADER3. Deep Learning for Real Estate Price Prediction.	
Takeaway	


- This course will give the resources to learn python and effectively use it analyze and visualize data
- Add this credential to LinkedIn profile, resume, or CV
- Have a portfolio of various data analysis projects
- Have an intermediate skill level of Python programming.
- Learn how to work with various data formats within python, including: HTML, and MS Excel Worksheets

Event Co-coordinator



Prof. Mithun

Payal Jindal
Prof Payal Jindal



Dr. Purushottam Bung

Director, RVIM

List of Advanced Analytics

VIPUL VILAS NAIK
M PRANEETH KUMAR REDDY
AKANKSH P
SACHITH B K
SHEEBAL M S
VISHNU KUMAR
AKHILA H
B S SUSHEN
AKANKSH K G
SHUBIKSHA S
P T KIRTI
SHUBHA R
PRAMOD K L
B SHASHANK
TANUSHREE R
M RITISH
NALASANI VARSHITHA
PAVAN KUMAR M
MANOJ N S
ABHIJEETH MASHETTY
MAHANTH GOWDA K C
SYED RAIHAN
SAAHIL SRIKANT KULLOLI
SIMRANJIT KAUR

Advanced Business Analytics				
Day	Schedule	Topic	Techniques	Software
Day1	5:45 PM -7:15 PM	<u>Introduction to Analytics</u> 1. Application of Analytics in the organization. 2. <u>Framework for Analytics:</u> 360 degree perspective into analytics using CRISP DM Methodology: 1. Business Understanding 2. Data Understanding 3. Data Preparation 4. Data Understanding 5. Modelling 6. Evaluation	Descriptive Analytics Predictive Analytics Prescriptive Analytics	PowerPoint
Day2	5:45 PM -7:15 PM	<u>Consumer Sentiment Analysis:</u> VADER Text blob Flair Custom Model	Compute the overall polarity score, Neutral Score, Negative score, Positive score for the corpus.	Python
Day3	5:45 PM -7:15 PM	<u>Market Basket Analysis:</u> ECLAT Algorithm CN2 algorithm	Understand the below concepts: Data Sparsity Long Tail Problem	R Studio Orange
Day4	5:45 PM -7:15 PM	<u>Recommendation Engine for online customers:</u> User Based Collaborative Model (UBCF Model) Item Based Collaborative Model(IBCF Model) Hybrid Models	Long Tail Problem Cold Start Problem Data Sparsity Problem <u>Model Diagnostics:</u> Root Mean Square Error (RMSE) Mean Square Error (MSE) Mean Absolute Error (MAE)	R Studio
Day5	5:45 PM -7:15 PM	<u>Transfer Learning:</u> Inception v3 Squeezenet VGG-16 VGG-19 Painters DeepLoc Open face	Accuracy Precision Recall F1 Score	Orange
Day6	5:45 PM -7:15 PM	Quiz		

List of Financial Analytics

Sl. NO	Name	Sl. NO	Name
1	NIKHIL S ANJANALLI	52	RAMANUJAM H J
2	AMITH C	53	MALLESH S
3	CHAITANYA KAMATAGI B	54	SRINIDHI K
4	AKASH RACHAPPA KHANAGAVI	55	NAGARAJ GAJANAN HEGDE
5	NISHANTH KRISHNA	56	CHETHAN KUMAR V A
6	MEHUL V BHASKAR	57	NAYAN KUMAR
7	SHUBHAM RAJENDRA REVANKAR	58	DEEPAK GOPALAKRISHNAN
8	HARSHITHA SRINIVAS	59	POORNAPRAJNYA K MANGALVEDI
9	SAGI SAMPI	60	JENISHA MENEZES
10	NEETHA KAMATH	61	SRAVANI SUNIL MHALSEKAR
11	ADITYA UDAY HEGDE	62	DHANYA S SHARMA
12	SHREYAS G A	63	PREETHAM D VARMA
13	PRAJWAL S N	64	DHIRAJKUMAR BELAVADI
14	ANIKET SANJAY REVANKAR	65	MEGHA U JOSHI
15	M LUQMAN NAWAZ	66	DINAH NEETHA NORONHA
16	H V SHREEVATSA	67	HEGDE PAVANA GANAPATHI
17	GIRISH N NASHI	68	LOYSTON CRASTA
18	ANKITA GAJANAN NAIK	69	GANESH HEGDE
19	ANANYA P HEGDE	70	JAGADISH SHENOY R
20	NIVEDITHA K SWAMY	71	MADHAN KUMAR C S
21	RAHUL RAM BHAT	72	TEJAS H P
22	AMIT KAMADOLLISHETTARU	73	SWAMI SAMIKSHA PUSHPARAJ
23	POOJARANI TALAWAR	74	AMITH BHAT
24	ABHITHA K	75	NUTHANA U
25	S SHREYAS	76	KSHITIJ P L
26	ABHISHEK SHENOY	77	BHUVANES P
27	PRAJWALA H	78	KOTHA KEERTHANA
28	VAISHNAVI N	79	SHASHI KUMAR R
29	DEEPAK GIRISH KALYANI	80	YASHWANTH R
30	SUPRIYA GOVIND BELSARE	81	KALAVALA ABHISHTA
31	VINAYAK RAO GAIKWAD K	82	NAVEEN C
32	BHASKARA PRABHU	83	KAPARTHI BHAVANA
33	PRAKASH SHIVAKUMAR	84	MADHUSUDAN G
34	AMOGHA Y G	85	ANNASAGARAM RAGHAVENDRA
35	BHARATH K S	86	SYED MUSSAVEERULLA
36	BERNARD FERNANDES	87	SYED SAMEER
37	AISHWARYA P	88	SHIVAM GANAPATI ANVEKAR
38	VIOLA PINTO	89	SHUBHAM SINGH
39	CHIDRI BALAJI	90	GURU VARUN G
40	GAGANDEEP V N	91	PRANITH KUMAR S
41	PRAJWALA	92	LIKITHA A
42	POORNIMA L	93	REHAN FAISAL QADRI
43	ANUSHA	94	SMITHA M
44	BASAVARAJ	95	ANIRUDH K
45	ADITI RANI	96	SALMAN FAISAL QADRI
46	DIVYA SHREE M	97	RAVISH RAMACHANDRA HEGDE
47	NEELAMMA M K	98	POOJA VALLUR
48	ANVITH KUMAR	99	BHUPALI SAURABH PRAKASH
49	BHOOMIKA BHAT	100	SHRI HARI L
50	SOUMYA GANAPATI HEGDE	101	NEHA H V
51	OLETI SAI SREENITHYA	102	NIRANJAN JANARDHAN HEGDE
		103	Varsha

Financial Analytics

Day	Schedule	Topic	Techniques	Software
Day1	5:45 PM -7:15 PM	Introduction to Analytics 1. Application of Analytics in the organization. 2. Framework for Analytics: 360 degree perspective into analytics using CRISP DM Methodology: 1. Business Understanding 2. Data Understanding 3. Data Preparation 4. Data Understanding 5. Modelling 6. Evaluation	Descriptive Analytics Predictive Analytics Prescriptive Analytics	PowerPoint
Day2	5:45 PM -7:15 PM	Credit Risk Analysis using Decision tree Model: Chi Square Automatic Interaction Detection (CHAID). Classification and Regression tree (CART)	CHAID Algorithm C50 Model Variable Importance analysis	IBM SPSS
Day3	5:45 PM -7:15 PM	Bank Loan Default Prediction analysis Logistic Regression Decision tree	Identify Risk factors for payment default: Stepwise Regression Forward Selection method Backward elimination Method	IBM SPSS
Day4	5:45 PM -7:15 PM	Stock market Price Prediction: Time Series ARIMA Model	Estimate the share prices of important stocks for the next quarter. Perform Out of time validation.	IBM SPSS
Day5	5:45 PM -7:15 PM	Price Elasticity Model: Log-Log Ordinary Least Squares (OLS) Model	Demand Forecasting. Classify the products as highly elastic products, moderately elastic and inelastic products.	Python
Day6	5:45 PM -7:15 PM	Quiz		

List of HR Analytics

SHETTY TRUPTHI CHANDRAHAS
SUCHITRA G
SAMEEKSHA M P
NAMRATHA N
CHAVI JAGADEESH
YASHASWINI P
ANUSHA PRAKASH
CHETAN SINGH M
SANKALP V
HEMA S
RAMANABOINA ANAND KUMAR
SNEHA U
SHAH VINIT SIDDHARTH
NAYANA G C
D SURIYA PRIYASREE
SATHYA B NAYAKA
AGAMYA A KINHAL

HR Analytics				
Day	Schedule	Topic	Techniques	Software
Day1	5:45 PM -7:15 PM	<u>Introduction to Analytics</u> 1. Application of Analytics in the organization 2. <u>Framework for Analytics:</u> 360 degree perspective into analytics using CRISP DM Methodology: 1. Business Understanding 2. Data Understanding 3. Data Preparation 4. Data Understanding 5. Modelling 6. Evaluation	Descriptive Analytics Predictive Analytics Prescriptive Analytics	PowerPoint
Day2	5:45 PM -7:15 PM	<u>Employee Productivity analysis:</u> Identify four Employee Segments 1. Top Performers 2. High Potential Employees 3. Low Potential Employees 4. Niche Finders	<u>Exploratory Data Analysis</u> Descriptive Statistics Boxplot Scatterplot	Microsoft Excel IBM SPSS
Day3	5:45 PM -7:15 PM	<u>Employee Satisfaction Analysis:</u> Key Drivers of Overall Employee Satisfaction	<u>Introduction to Hypothesis Testing:</u> 1. Correlation Analysis-Karl Pearson's Correlation 2. One Way Anova 3. Chi Square Test of association 4. Independent Samples T Test	IBM SPSS
Day4	5:45 PM -7:15 PM	<u>Employee Attrition Analysis:</u> Supervised Machine Learning Model to identify the risk factors of employee attrition.	<u>Introduction to Predictive Models:</u> Binary Logistic Regression Forward Selection Method Backward elimination Method	IBM SPSS
Day5	5:45 PM -7:15 PM	<u>Pofu Analysis:</u> Post offer Follow up analysis to build a Renege model.	<u>Introduction to Machine Learning Models:</u> Decision Tree Models CHI SQUARE Automatic Interaction Detection (CHAID) Classification and Regression Technique(CART)	IBM SPSS
Day6	5:45 PM -7:15 PM	Quiz		

Marketing Analytics


Day	Schedule	Topic	Techniques	Software
Day1	5:45 PM -7:15 PM	<p><u>Introduction to Analytics</u> 1. Application of Analytics in the organization</p> <p><u>Framework for Analytics:</u> 360 degree perspective into analytics using CRISP DM Methodology: 1. Business Understanding 2. Data Understanding 3. Data Preparation 4. Data Understanding 5. Modelling 6. Evaluation</p>	Descriptive Analytics Predictive Analytics Prescriptive Analytics	PowerPoint
Day2	5:45 PM -7:15 PM	<p><u>Market Basket Analysis for Retail Data</u> Apriori Algorithm ECLAT Algorithm</p>	Identify cross selling and Upselling opportunities. <u>Model Diagnostics:</u> Support Lift Rule Support Coverage	R
Day3	5:45 PM -7:15 PM	<p><u>Customer Segmentation:</u> Recency Frequency Monetary Analysis (RFM Analysis)</p>	Classify the Customers into following Groups: 1. Best Customers. 2. Loyal Customers. 3. Big Spender. 4. Recent customer. 5. Lost customer 6. Lost and 7. Cheap customer.	Excel IBM SPSS
Day4	5:45 PM -7:15 PM	<p><u>Customer Profiling:</u> Logistic Regression Decision Tree</p>	Identify the risk factor of customer churn Build a propensity model for customer churn	Excel, IBM SPSS

Day5	5:45 PM -7:15 PM	Recommendation Engine in ecom sector: User Based Collaborative Filtering (UBCF Model) Item Based Collaborative Filtering (IBCF Model) Jaccard Index	Data Challenges: Long Tail Problem Data Sparsity Cold Start Problem Model Diagnostics: Mean Square Error(MSE) Mean Absolute Error(MAE) Root Mean Square Error(RMSE)	R Cloud
Day6	5:45 PM -7:15 PM	Quiz		

LIST OF Marketing Analytics

KARTHIK P SHETTY
AISHWARYA G
SOURAV SADANAND SWAR
PAULOMEE BARUAH
SRUJANA S
SANKET SURESH SHIRSAT
MADHURA A
LILIMA DASH
KUMAR ASHUTOSH
RAHUL S SANGOLLI
GURUBASAVARAJ K M
LIKHITHA L
ISAAC JESSE K
SUTOPA DEB
KAVYAPRIYA J
RAKSHITH R T
MANOJ RAKSHATH B S
VARUN S BHARADWAJ
S KARTHIK
SHREEKRISHNA
DESAI JATIN ARUN
YOGASHREE C N
CHARANA T U
NIKITHA J SHANBHOG
FERNANDES RICHA
FLORINDA
ANJANA KSHIRASAGAR
DHANUSH K V
KAUSTUBH
LACHAPPANAVAR
KOKILA K
MUCHELI SUBBARAJU
NANDAGOPAL B R
VISHAL SHIVARAJ
M M JABEZ
NAVEEN SETTY N A



 GPS Map Camera



36th Cross Rd


Bengaluru, Karnataka, India


Ganpati, R.v.institute Of Management, 36th Cross Rd, 4th T Block East,
Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India
Lat 12.922866°

Long 77.592599°

15/02/23 04:50 PM GMT +05:30

HR Analytics 2023



 GPS Map Camera



36th Cross Rd


Bengaluru, Karnataka, India

Ganpati, R.v.institute Of Management, 36th Cross Rd, 4th T Block East,
Jayanagara 9th Block, Jayanagar, Bengaluru, Karnataka 560041, India
Lat 12.922866°

Long 77.592597°

15/02/23 04:50 PM GMT +05:30

HR Analytics 2023



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P18FW21M0020	PAULOMEE BARUAH	24	21	20
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P18FW21M0082	S KARTHIK	25	19	16
P18FW21M0046	S SHREYAS	23	23	20
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P18FW21M0008	SACHITH B K	22	22	8
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P18FW21M0177	SATHYA B NAYAKA	24	22	16
P18FW21M0174	SHAH VINIT SIDDHARTI	24	21	20
P18FW21M0139	SHASHI KUMAR R	23	23	16
P18FW21M0016	SHEEBAL M S	25	23	20
P18FW21M0015	SHETTY TRUPTHI CHANDRAHAS	25	23	20
P18FW21M0155	SHIVAM GANAPATI ANVEKAR	23	23	20
P18FW21M0089	SHREEKRISHNA	24	19	16
P18FW21M0023	SHREYAS G A	25	22	16
P18FW21M0172	SHRI HARI L	20	23	16
P18FW21M0076	SHUBHA R	25	21	16
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P18FW21M0070	SHUBIKSHA S	25	18	16
P18FW21M0180	SIMRANJIT KAUR	25	22	16
P18FW21M0163	SMITHA M	25	22	16
P18FW21M0173	SNEHA U	24	22	20
P18FW21M0088	SOUMYA GANAPATI HEGDE	23	23	20
P18FW21M0011	SOURAV SADANAND SWAR	25	25	16
P18FW21M0108	SRAVANI SUNIL MHALSEKAR	25	23	20
P18FW21M0095	SRINIDHI K	25	22	16
P18FW21M0024	SRUJANA S	24	20	16
P18FW21M0026	SUCHITRA G	21	22	16
P18FW21M0053	SUPRIYA GOVIND BELSARE	25	23	16
P18FW21M0055	SUTOPA DEB	25	20	15
P18FW21M0126	SWAMI SAMIKSHA PUSHPARAJ	25	22	20
P18FW21M0152	SYED MUSSAVEERULLA	23	23	16
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P18FW21M0102	TANUSHREE R	25	18	16
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P18FW21M0065	VARSHA	24	24	16
P18FW21M0081	VARUN S BHARADWAJ	25	19	16
P18FW21M0054	VINAYAK RAO GAIKWAD K	25	22	20
P18FW21M0064	VIOLA PINTO	23	22	20
P18FW21M0001	VIPUL VILAS NAIK	25	22	16
P18FW21M0138	VISHAL SHIVARAJ	24	20	16
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P18FW21M0101	YASHASWINI P	25	23	16
P18FW21M0140	YASHIWANTH R	25	20	16
P18FW21M0097	YOGASHREE C N	25	22	16

From,
Mithun DJ,
Coordinator BAP,
RVIM,
Bangalore-560041

14 Feb 2023

To,
The Director,
RVIM,
Bangalore-560041

SUBJECT: Request for Approval of domain specific certification courses for 3rd Semeseter2021-23

Respected Director,

I am writing to request your approval for the conducting domain specific certification courses on the following topics:

1. HR Analytics (15th, 16th, 17th, 20th, 21st, 22nd, February 2023)
2. Marketing Analytics (23rd, 24th, 25th, 27th, 28th February 2023, 1st March 2023)
3. Financial Analytics –Batch 1-(2nd, 3rd, 4th, 6th, 7th, 8th March 2023)
4. Financial Analytics –Batch 2-(9th, 10th, 11th, 13th, 14th, 15th March 2023)
5. Advanced Analytics (16th, 17th, 18th, 20th, 21st, 23rd March 2023)

These courses are designed to provide our students with specialized knowledge and skills in their respective fields, which will help them gain practical exposure into analytics.

The class details are mentioned below

1. Training Venue: Ground floor computer laboratory
2. Training Time: 5:45 PM to 7:45 PM.
3. Software's used: IBM SPSS, R Studio, Python and Orange
4. Duration: 2 hours per day
5. Total number of Day: 6
6. Total Marks (Quiz): 20 marks
7. Attendance and class participation:10 marks
8. Project (Group of 5):20 marks

The sessions will focus on practical exercises, quizzes and case studies to ensure that our students receive comprehensive training on the topics. Students will be graded on classroom attendance, participation and project. The course involves 12 hours of Lab session and 8 hours of project on a dataset.

The HR Analytics certification course will focus on the below mentioned topics

1. Employee retention
2. Staff productivity analysis
3. workforce planning

Approved
L
14/2

The Marketing Analytics certification course will cover below mentioned topics

1. Customer Segmentation
2. Marketing Mix modeling
3. Customer Churn Analytics

The Financial Analytics certification course will cover the below mentioned topics

1. Stock Market Price Prediction
2. Bank loan default prediction
3. Credit risk analytics.

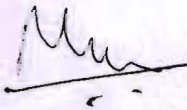
The Advanced Analytics certification course will cover the below mentioned topics.

1. Image analytics using Transfer Learning
2. Customer Sentiment analysis using VADER
3. Deep Learning for Real Estate Price Prediction.

We request your approval to proceed with the implementation of these certification courses. We are confident that this initiative will benefit our students.

Thank you for your time and consideration.

Yours Sincerely,



Mithun DJ