

RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar Bengaluru, Karnataka 560 041



	5 Day FDP
	on
Application of A	Analytics in the areas of Management
Date: 22 nd to 26 th June 2020	Venue: Zoom webinar
Time: 11 am to 1 pm	Event : Webinar
No. of Participant: 105	Event Coordinator: Dr. Santhosh M Prof. Reddy
	Prof Dileep

Objectives

- To gain deeper understanding of the world of Business Intelligence
- To understand the concept of marketing analytics and apply the related to tools to solve marketing related problems.
- To understand the concept of HR Analytics and apply some tools to demonstrate how analytics helps to solved HR related problems
- To understand the concept of Operations analytics and applying some analytical tools to demonstrate how analytics helps in solving operations and supply chain related issues.
- To understand the concept of finance analytics and how financial analytics helps to solve various financial issues.

Agenda/Flow of the Event

- 22nd June- Introduction to the World of Business Intelligence
- 23rd June- Marketing Analytics
- 24th June- HR Analytics
- 25th June- Operations Analytics
- 26th June- Finance Analytics

Outcome Achieved/ Attained:

- Dr Bung started the FDP on 22nd June with the introduction and importance of Business intelligence. He explained the difference between OLAP and OLTP. He briefly explained the architecture of business intelligence and how it works in real world scenario. He has also given

overview of the concept of data mining.

- On the second day the resource person was Dr. Devesh Bathla and he introduced all to the concept of marketing analytics. He highlighted some examples of big data like genetics data, physics experiments and passively gathered data. He demonstrated what all things data can do in sports. He also took a data set of supermarket and explained how analytics can be applied there and can help to solve various complex problems.
- Third day the session was taken over by Mr. Prashant Ahuja. Initially he explained how human resource functions in an organization. He then focused on why HR/ people/ work force/ talent analytics is required. He explained that with the advancement of technology the old operational HR has been shifted to strategic and data driven HR. He also discussed the concept of Attrition analysis/ Churn Analytics.
- Fourth Day the session was held by Mr. Swapnil Soni. Mr Swapnil introduced to the concept of operations analytics and its challenges across industries. He discussed wonderful case study Dynamic Decision Model For Cyclical Employee Scheduling. Using the case study he explained how analytics can be used in solving the problem of making work roaster for employees working in different shifts.
- Last day of the program was taken over by Mr. Jishnu Mukherjee on the topic Finance Analytics. He explained the concept of credit risk analysis and explains the profit and loss of banks and credit card customer behavior. He also explained predictive modeling lifecycle. He used R tool and demonstrate how analytics helps in taking financial decisions.

Feedback & Coordinator Comment:

The entire program was very well received by all the participants. Everyone appreciated the efforts of all the resource persons and shown their interest to attend many more such sessions. Linking analytics with various management aspects and demonstrating the use of analytics to solve various management issued was the majo ey take away for all the participants.

Event Coordinator(s)

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Herbs (Rorof. Dileep)

One (Rorof. Pringa)

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Proposal / Approval	Attached
Circular / Brochure of the event	Attached
Brief profile of the speaker	Attached
Attendees list	Attached
Photo Gallery	Attached
Detail Feedback (if required)	attached
Certificate copy	attached
	Circular / Brochure of the event Brief profile of the speaker Attendees list Photo Gallery Detail Feedback (if required)

Annexure 2 Circular / Brochure of the event

Brochure



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Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA 17, 36" Cross, 26" Main, 4" 'T' Block, Jayanagar, Bangalore – 560 041
Ph: 080-26547048 Fax: 26654920; URL: rvim.edu.in; Email: contact.rvim@rvel.edu.in

5 DAY FDP ON APPLICATION OF ANALYTICS IN THE AREAS OF MANAGEMENT

22nd June to 26th June- 2020 Timings- 11 am to 1 pm



Dr Purushottam Bung Director & Professor RV Institute of Management

Introduction to the World of Business Intelligence

Marketing Analytics

Dr Devesh Bathla Industry Practitioner & Professor of Analytics, Chitkara Business School Chitkara University, Punjab





Mr. Prashant Ahuja Senior Analyst, Global Leadership Hiring India and United Kingdom

HR Analytics

Operations Analytics

Mr Swapnil Soni Lead Business analyst, Infosys Ltd





Mr Jishnu Mukherjee, Senior Analyst at Infosys Ltd.

Finance Analytics

Registration Fees: Academicians / Research Scholars/ Industry Participants: Rs 500/-Students: Rs 200/-

Bank Details: Name: Director RV Institute of Management Bank Name: ICICI Bank, 9th Block Branch, A/C No.: 029901002291 IFSC Code: ICIC0000299 MICR Code: 560229022

Registration link: https://forms.gle/8emNcrPbqaserA11A

For any queries contact us at businessanalyst.fdp2020@gmail.com

FDP COORDINATORS

Dr. Santhosh M, Prof. N Reddy, Prof. Dileep, Prof. Priya

Annexure 3

Brief profile of the speaker

Brief Profile of the Resources Persons

1. Dr Purushottam Bung, Professor and Director at RV Institute of Management



Dr. Purushottam Bung is an engineer with a rich experience of around 26 plus years in Academia and industry (domestic and international). He completed PGDM from Melbourne Business School, Australia, one of the top 10 B-schools in the world and MBA from Monash University, one of the top universities in the world. He has a rich entrepreneurial experience of around 10 plus years in the food processing industry. He is on the expert/advisory/editorial panel of many Institutions, Universities, NGOs and journals. Dr. Bung has presented and published 22 research articles in national and international refereed journals and undertaken several consultancy assignments. Dr. Bung was conferred with "Enterprising Academic Leader of the year (South India)" as part of National Education Excellence Awards in 2018. He was conferred with "Distinguished Educator" award in 2013. In 2015 he was awarded as 'Best Director of a B-school in Karnataka' as part of education excellence awards - 2015. He is member of many Associations and Institutional bodies. He is elected as FELLOW of World Academy of Productivity Sciences at Beijing, China recently. He is also a research fellow of Institute of Productivity, UK. Dr. Bung is offering management consultancy services to local Businesses, Institutions and entrepreneurs as well. Very recently he has completed a HarvardX course in collaboration with Pearson Global and Ureka Education group, UK on 'Future of Learning' anchored by Prof. Richard Elmore, Professor and authority in Education and Learning from Harvard.

2. Dr. Devesh Bathla, Industry Practitioner & Professor of Analytics, Chitkara Business School Chitkara University, Punjab



- Dr. Devesh Bathla is a committed, knowledgeable and capable industry practitioner with st experience in field of Business Analytics and passionate for corporate training and academia. He has over 10 years of experience providing analytical solutions to global clients from diverse domains of IT, BFSI, Health Care, Ed-Tech and more.
- A confident presenter and teacher, able to impart complex information to audiences of all levels.
 Worked with BCG, SAS, IBM on CLM projects.
- Dr. Devesh has designed and delivered curriculum on "Data Science Essentials" for UG/PG programs at Universities. Published two books with an international publishing house at Germany
- Dr. Devesh is Expert in Customer lifecycle management, Product management and Channel Sales.
- He is a proud recipient of TTSL Monthly Star Award, Spotlight Award, Young Star Award and Chairman Award
- 3. Mr Prashant Ahuja, Senior Analyst, Global Leadership Hiring, UK & India



· Prashant is a mid-career research and analytics service professional with >5 years of quasi-

consulting work experience.

- He has well-rounded professional experience spanning research engagements, management consulting, Human Resource consulting, big data analysis, leadership advisory and executive search.
- He enjoys working in multi-cultural environment and setting a new challenge every day. His four pillars for growth are learning, hard work, enthusiasm, and ownership
- 4. Mr. Jishnu M, Senior analyst, Data science, Infosys



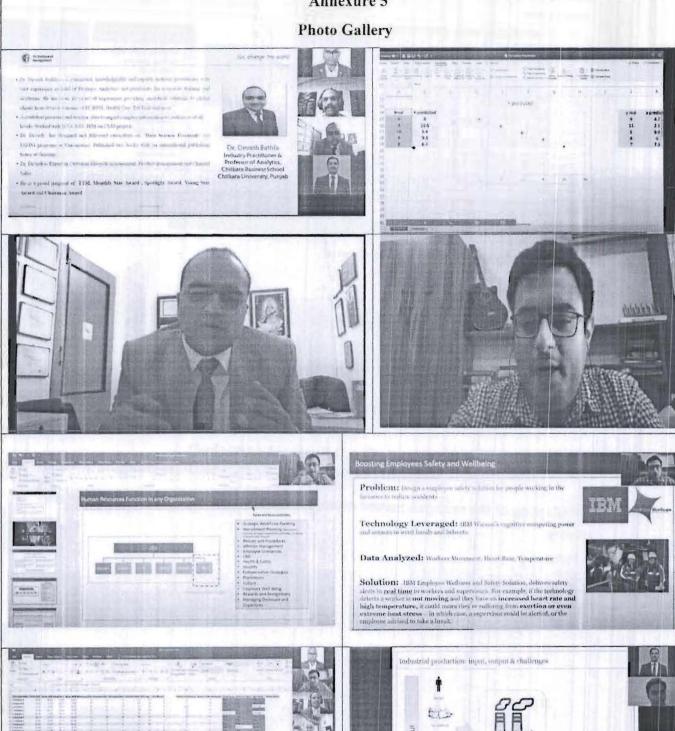
Jishnu has been associated with Data & Analytics industry for the past 6 years and currently works at Infosys Ltd as Senior Analyst. His work involves validation of credit risk and Fraud detection models for US retailers and financial institutions. He also has experience in delivering to several Fortune 500 companies on the problems around retail operations decision making, store operations optimization. Jishnu has teaching experience with different institutes and in online platforms and have delivered over 1000+hours of training. He holds a PGDDS from IIIT-B and is well versed with using advanced coding practices and visualization tools and structures. He uses both R and Python for teaching data science. Jishnu's expertise is in time series modeling and is also experienced highly in using various supervised and unsupervised machine learning algorithms to solve real world complex business problems. His experience and ability to teach concepts for both the students at graduate level and working professionals effectively helps the audience to grasp and apply at their level.

5. Mr Swapnil, Lead Business Analyst, Infosys Ltd.

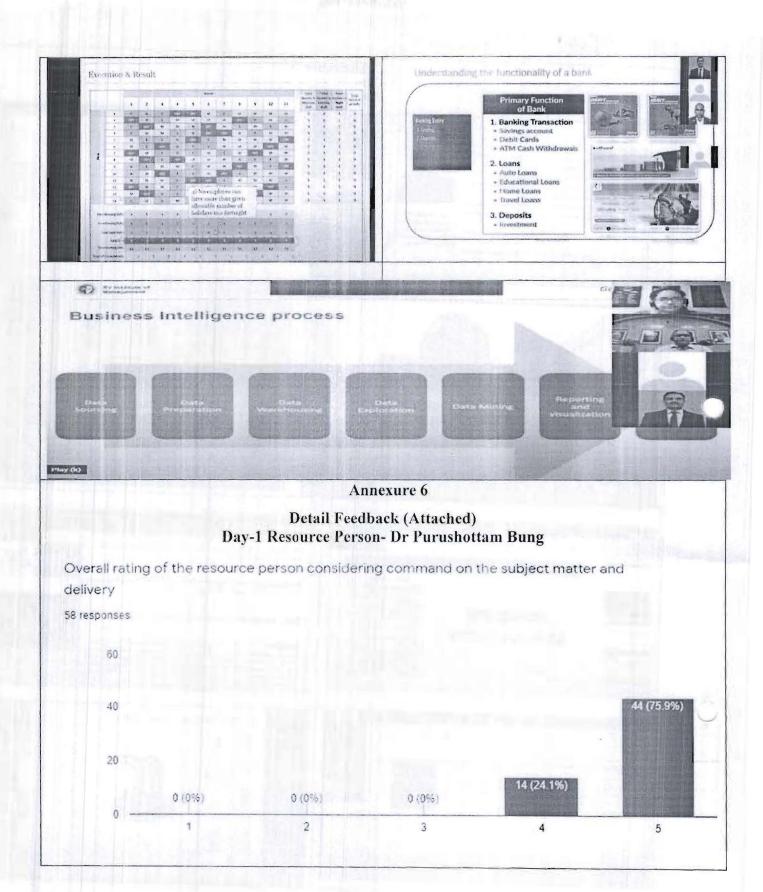


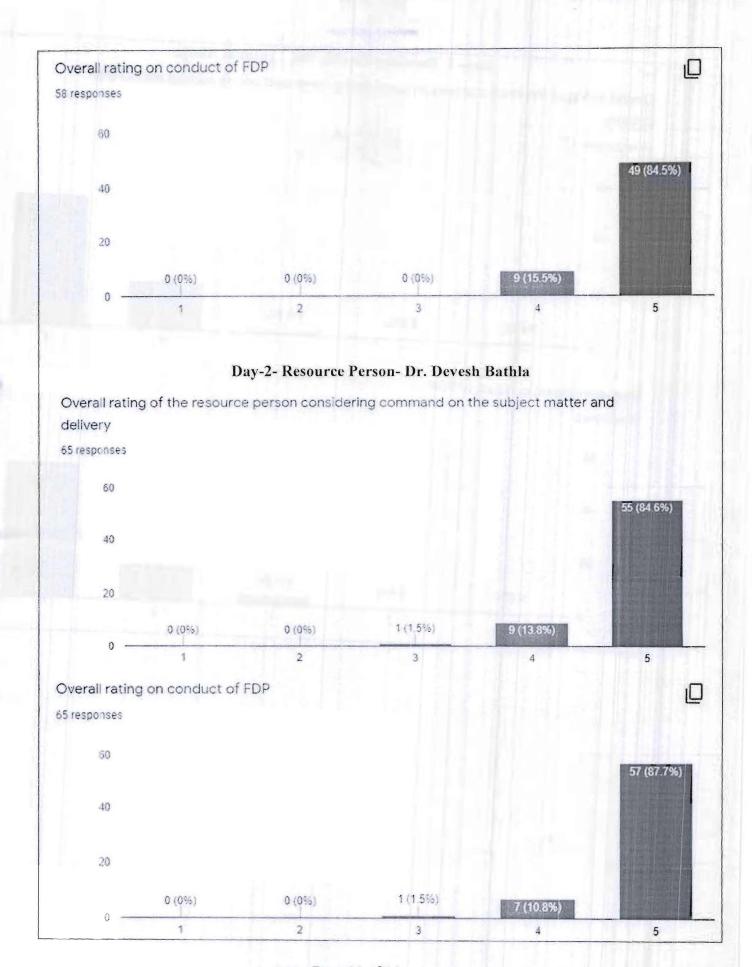
Swapnil Soni has been associated with Data & Analytics industry for the past 8 years and currently works at Infosys Ltd as Lead Analyst. His work involves validation of credit risk models for US banks, serving the purpose of bank's portfolio planning and regulatory compliance (CECL, CCAR and DFAST). He has delivered qualitative and quantitative assessment of econometric models, optimisation models along with proposals of challenger models for the performance improvement in retail operations just to name the highlights. His profile evinces diverse experience of teaching and project management. Swapnil started his career as a lecturer and session in-charge in an engineering institution and facilitated thermal and design subjects of mechanical engineering for a year. His contribution at TATA projects in waste reduction and process automation fetched him recognition from Tata Projects as well as Quality Circle Forum of India. Swapnil has earned Masters of Management in Business Analytics from Indian Institute of Science (IISc), Bangalore along with specialized courses from IIM-B and NIAS. He is currently pursuing PhD at IISc. He is highly experience in teaching complex concepts using simple methods.



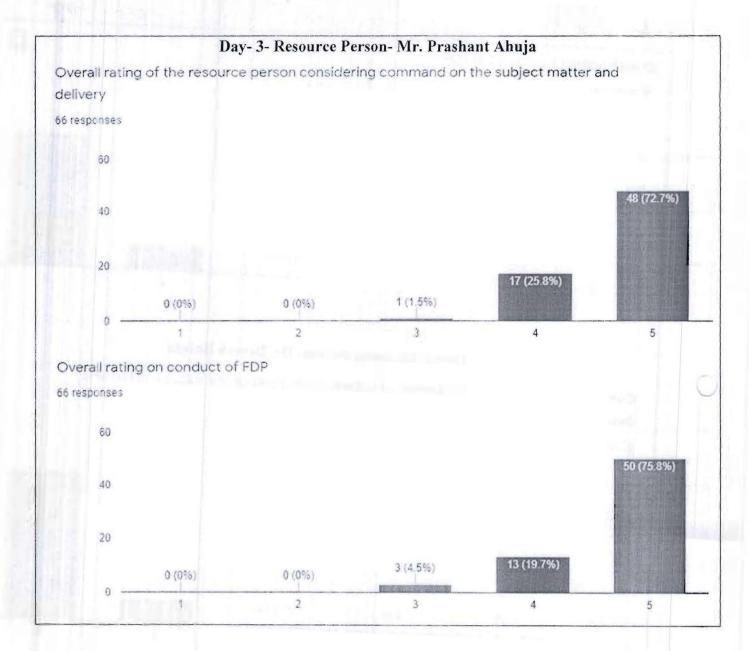


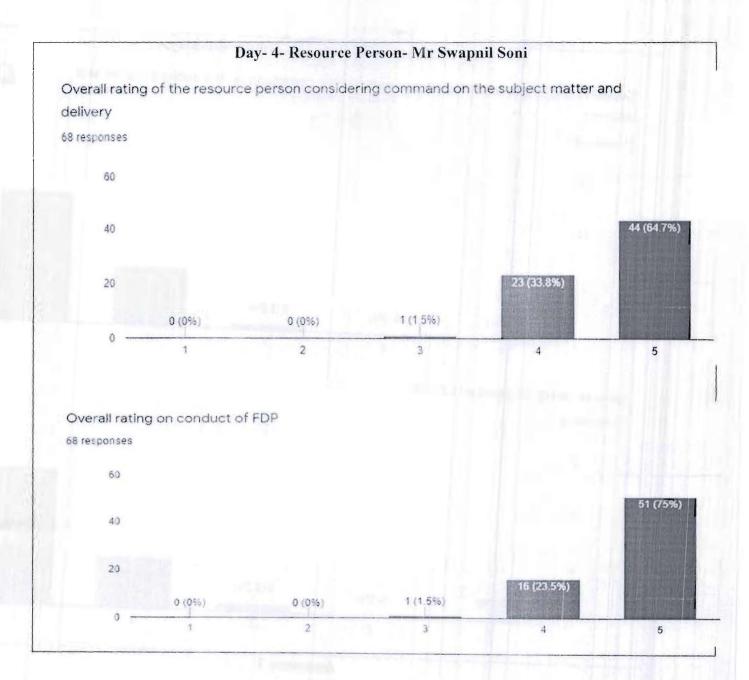


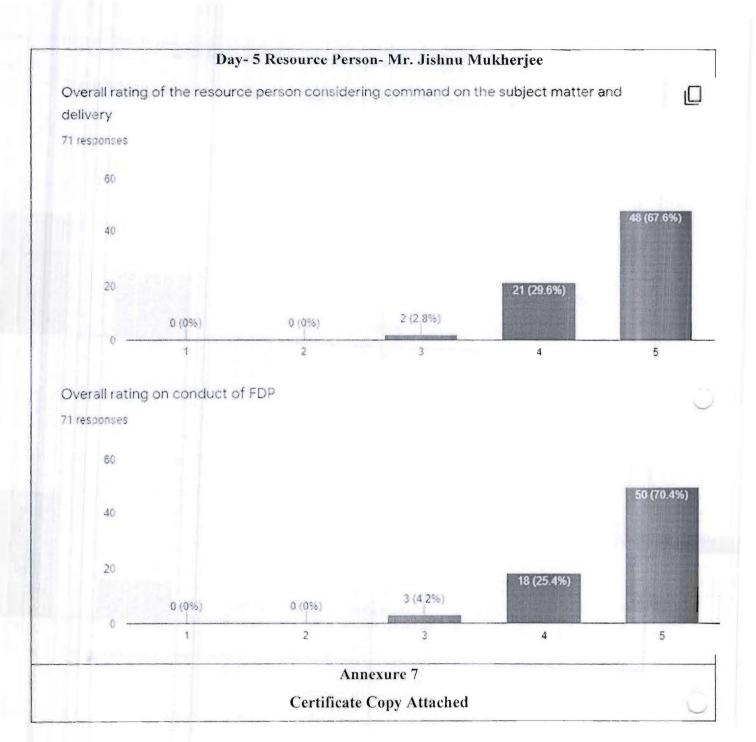




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Attendance Sheet

	EMAIL ID	NAME	DESIGNATION	Institute	PHONE NO.
1	abhaypai2919@gmail.com	Abhay Pai	Student	RV Institute of Management,Bangalore	7483898039
2	adarsharuna4@gmail.com	ADARSH.B	Student	Pes institute	9380312041
3	akhileshnn555@gmail.com	Akhilesh N N	Designated Partner	Bhagawathi Trading LLP	9620024174
				Surendera group of institutions	
4	ankitadodabahl@gmail.com	Ankita Bahl	Lecturer	sriganganagar Rajasthan	8290975996
5	sarpitha975@gmail.com	Arpitha s	Student	Rv institute of management	9739694599
777				Karpagam Academy of Higher	
6	arunvijaypillai@gmail.com	Arun Vijay	Research Scholar	Education	9447876424
	avyakt.khandelwal@bba.christuniversi				
7	y.in	Avyakt	Student	Christ University	7483293412
				Sinhgad Institute of Business	
8	chethankumarb.rvim@rvei.edu.in	B.Chethan kumar	Student	Administration & Research (SIBAR)	8149203624
9	bharatchoudhary659@gmail.com	Bharat Choudhary	Student	RV INSTITUTE OF MANAGEMENT	8073836728
10	chandhangowda.s@gmail.com	Chandhan S			
				Sri Aurobindo College, MCC, Sartorius	
11	rvtyagarajan@gmail.com	CS Dr RV Tyagarajan	Visiting professor and comp	India Pvt.Ltd	9886108180
12	debasishghosh.rvim@rvei.edu.in	Debasish Gosh			
13	deepagshankar17@gmail.com	Deepa G	Research Analyst	Thomson Reuters	7411901914
				MIT World Peace University, Pune,	
14	girish.mude@mitwpu.edu.in	Dr Girish Mude	Assistant Professor	India	9822640685
15	vandanamohanty7@gmail.com	Dr Vandana Mohanty	Assistant Professor	Yashaswi's IIMS	9657096854
16	aljoseph@kch.amity.edu	Dr. Ansted lype Joseph	Assistant Professor	Amity Global Business School, Kochi	9895251104
				KCE's Institute of Management and	
17	chaudharianupama@gmail.com	Dr. Anupama Chaudhari	Assistant Professor	Research, Jalgaon	9881376212
			Project Manager, Digital		
18	balablooms@gmail.com	Dr. Balaji D	Media Content Services	Elsevier India Pvt. Ltd.	9943088999
19	harshkothari76@gmail.com	Dr. Harsh Vardhan Kothari	Professor	Delhi Institue of Advanced Studies	9312263310
20	moirangthem.roshini@gmail.com	Dr.Moirangthem Roshini	Assistant Professor	Manipur Technical University	09856317429
21	shalini.shalu164@gmail.com	Dr. Shalini H S	Assistant Professor	Acharya Bangalore B-School	6361615843
22	dr.vinaykpune@gmail.com	Dr. Vinay Kumar	Associate Professor	Chandigarh University	8983020882
23	narasimavenkatesh.rvim@rvei.edu.in	Dr.A. Narasima Venkatesh			
				CMS BUSINESS SCHOOL, JAIN	
24	lubnaambreen27@gmail.com	Dr.Lubna Ambreen	Asst. Professor	DEEMED-TO-BE UNIVERSITY	9742806085
100				TSR & ERR Government Degree	
25	radhi3sree@yahoo.co.in	Dr.P.V.Radhika	Assistant Professor	College	9849449735
26	prathiba.l@mitwpu.edu.in	Dr.Prathiba.L	Assistant Professor	MIT World Peace University	9850824290
		Dr.Ranjith Somasundaran			
27	ranjithsc2016@gmail.com	Chakkambath	Asst Professor Operations	AMITY Global Buiness School Kochi	9496864249
				St Francis Institute of management	
28	simeonsimon2009@gmail.com	Dr.SIMEON S SIMON	Associate Professor	and Research	6382347731

		Da Milliana D. K	Assistant Professor	MBA, JNN College of	0440474050
29	vikramadk@jnnce.ac.in	Dr.Vikrama D K	Assistant Professor	Engineering, Shimoga Trident Academy of Creative	9449174652
30	evani.cmon@gmail.com	Evani Pattnaik	Assistant Professor	Technology, Bhubaneswar	9853769717
	D 03	Fredisha K Maben	Student	RV institute of management	7022587109
		GANESH.N	Student	Seshadripuram college	8951977456
33		Gurudutt Shenoy	Adjunct Favulty	R V Institute of Management	9591722825
34	kushwaha.hemant2@gmail.com	HEMANT KUSHWAHA	Research Scholar	Shri Mata Vaishno Devi University	9582799571
35	ishasetia94@gmail.com	Isha Setia	Lecturer	Surendera group of institutions sriganganagar	9871462138
36	jagratikamble@gmail.com	JAGRATI KAMBLE	Lecturer	JGND Bharatesh college of commerce and science	8105691508
37	kssubashmails@gmail.com	K S SUBASH	Asst. Professor	Brindavan Group of Institution	9740488557
38	karnati.saketh@gmail.com	KARNATI SAKETH REDDY	Research Scholar	Dayananda Sagar University	9482193829
39	7karthik.m@gmail.com	Karthik M	Student	RV Institute of Management	9900741401
	kiranghiremath@gmail.com	Kiran Hiremath	Assistant Professor	Presidency College	9886335383
41	kirankvknet@gmail.com	Kiran Kumar K V	Faculty - Finance & Analyt		+919964402318
42		Kiran kumar	MBA	RVIM	8867398393
43	lakshmi.kashyap@outlook.com	Lakshmi Kashyap	Business Analyst	SF Works	09620196372
44	lavanya.hgowda@gmail.com	Lavanya	Finance , Analytics	RV institute of management	8618069247
45	preetibthite@gmail.com	LEELAVATI B THITE	Student	RV INSTITUTE OF MANAGEMENT	7204334809
46	maheshas2694@gmail.com	Mahesha.S	Student	RV INSTITUTE OF MANAGEMENT	8861573232
47		Mamatha Bhaskar Gaonkar	Student	RVIM	9739027690
48		Manasa r n	Student	Maharani's cluster university	9886316711
40	manasarmeddy o cegman.com	Wandsu Fil	Otavorit	BIRLA GLOBAL UNIVERSITY (BGU)	3000010711
49	manidatta.ray@bgu.ac.in	MANIDATTA RAY	ASST. PROFESSOR	BHUBANESWAR	9437250083
50	anithareddyani204@gmail.com	Mattamalam Anitha	Student	RV INSTITUTE OF MANAGEMENT	08884344288
51	mmeerababu@gmail.com	Meera b	Lecturer	Sjrc	9916875501
52	moheetmaurya.cuharyana@gmail.com	Moheet Maurya	Student	Central University of Haryana	6376473919
				Earlier working in Shambhunath	
53	mohinishukla76@gmail.com	MOHINI SHUKLA	Assistant Professor	Institute of Managemnet	7905426341
54	ramamurari@gmail.com	N Ramamurari Naidu	Founder & CEO	Maleotech Solutions Pvt Ltd	9632411005
55	narayanasrikanthreddy@gmail.com	N Srikanth Reddy	Consultant	SRI Consulting	6364426363
56	Rahari2111@gmail.com	Narahari k k	Student	RV INSTITUTE OF MANAGEMENT	9901730946
57	naveen.kle.hbl@gmail.com	Naveen Kulkarni	Senior Systems Analyst	Sonata Software	8105093456
58	nidhi.natarajan@gmail.com	Nidhi Shridhar Natrajan	Assistant Prof.	SCMS, NOIDA	9810595386
59	nikitalohi49@gmail.com	Nikita L	Student	RV Institute of Management Bangalore	8762568272
60	niranian.daddikar@gmail.com	Niranajan Daddikar	Lecturer	KLE's CBALC	9886437515
00	manjan.oudana.gagman.oom			KLE's College of Business	3335.5.010
61	mankani.padma@gmail.com	Padma B Mankani	Professor	Administration, Belagavi	+917899170106
62	pannagahnhedse@gmail.com	Pannaga H.N	Student	RVIM	7204878821
63	poojahadimani02@gmail.com	Pooja Hadimani	Lecturer	KLE's CBALC	7204249201
64	preemadessa@gmail.com	Preema Dsa	Assistant Professor	Malleswaram Ladies Association First Grade College for Women	09480758394
65	priyankamurthyv29@gmail.com	Priyanka V Murthy	Student	RV Institute of Management	9591779785
66		Prof. Ramachandra A Naik.	Asst. Prof	Shri K A Lokapur A/S/C College, Athani.	9620118685

67	rahulnairrk3@gmail.com	Rahul nair H	Student	RV institute of management	8947960409
68	rahulrohith32@gmail.com	RAHUL ROHITH	Student	Seshadripuram degree college	9036348083
69	rairajeshkumar1961@gmail.com	Rajesh Kumar Rai	Director	Bangalore Paints Pvt. Ltd	9845004181
70	v.rakesh71094@gmail.com	Rakesh N	Assistant Professor	Presidency College	8553640492
				Institute of Management Studies,	
71	rameshcdu@gmail.com	Ramesh Chandrahas	Student	Davanagere University	8197680260
72	ramyas.rvim@rvei.edu.in	Ramya S			
73	ranjupk05@gmail.com	Ranjitha P K	Asst professor	Krupanidhi college of commerce and management, Koramangala,Bangalore	08105549070
74	krishnasuman83@gmail.com	S.K.Suman	Research Scholar	Amity University	9675302535
				RV Institute of Management,	
75	sagardesai4118@gmail.com	Sagar M Desai	Student	Bangalore	9972995904
76	saranibhaumik1982@gmail.com	Sarani Bhaumik	Faculty	MAKAUT, WB	8027834501
77	shalique.cuharyana@gmail.com	Shalique Jawed Ansari	Student	Central University of Haryana	9883517086
78	hegadesheelaa@gmail.com	Sheela hegde	Student	RV Institute of management	9663695543
				International School of Management	
79	shijisharwankumar@gmail.com	Shijimol EA	Faculty member	Excellence	9606509764
80	maneshivanivmane@gmail.com	Shivani V Mane	Senior Consultant	Aplica Technologies India Pvt Ltd	8884080327
81	search4shivassp@gmail.com	Shivaprasad DR	Student	RV institute of management	8105885854
82	shettyshravya1996@gmail.com	Shravya S Shetty	Student	RV Institute of Management	9867151007
83	shreyadeshpande1998@gmail.com	Shreya Satish Deshpande	Student	RV Institute of Management	8867220512
84	shahapurkar.shreya123@gmail.com	Shreya Shahapurkar	Student	R V institute of Management	8867145075
85	shubhamcbalc@gmail.com	shubham kusane	Kusane	Kle Cbalc	7019348339
86	sowjanyabhatb1997@gmail.com	Sowjanya Bhat B	Student	R V Institute of Management	8970115118
87	sowmyads.rvim@rvei.edu.in	Sowmya D S	RVIM	The monde of management	00/01/01/0
88	Accounts.rvim@rvei.edu.in	Sridhara H R	17411		
89	srinidhipatawari901@gmail.com	Srinidhi B Patawari	Student	RV Institute of Management	8088177419
90	srivalli21gupta@gmail.com	Srivalli N Guptha	Student	Rvim	9845869343
91	sumanth99sharma@gmail.com	Sumanth O R	Student	RV Institute of Management	9481535704
92	sunilmantree@gmail.com	Sunilkumar R Hiremath	Associate Professor and Pla	Dr.D.Veerendra Heggade nstitute of Management Studies and Research Dharwad	9945903072
				JGND Bharatesh collage of commerce	
93	suparnalagamannavar7@gmail.com	Suparna Lagamannavar	Lecturer	Belagavi	7892942760
94	mas.suraj@gmail.com	Suraj Muthu	Student	R.V Institute of Management	6361333581
95	sushbhat101098@gmail.com	Sushma Bhat K	Student	RV Institute Of Management	7795043804
96	sushmaherur@gmail.com	Sushma Heroorkar	Student	RV institute of management	9740895309
97	swatikashyab22@gmail.com	Swati Kumari	Student	RV Institute of Management	8880311183
98	tahsinhadalge98@gmail.com	Tahsin Hadalge	Student	RV institute of management	7204739139
99	tanzeelahmed395@gmail.com	Tanzeel Ahmed	Student	 RV institute of management Bangalore	
100	tejashreebhat0027@gmail.com	Tejashree Bhat	Student	R V Institute Of Management	9482186292
101	tejashwini.shivu29@gmail.com	Tejashwini S	Student	RV Institute of Management	9945727583
	thanikaathirstaraj@gmail.com	Thanika Devi A	Student	RV institute of management	8637476471
	thejasvinitk@gmail.com	Thejasvi N	Student	R V Institute of Management	9738663055
		Timmareddy	Student	RV Institute Of Management	8618869278
	vvijaya@blr.amity.edu	V Vijaya	Assistant Professor	Amity Global Business School	9731479479

106 veervalbhav@gmail.com	Vaibhav Prakash Veeragoudar	Assistant Professor	KLE Dr. M S Sheshgiri college of Engineering and Technology	+19972200334
107 vgangappanavar@gmail.com	Vishwanath B Gangappanavar	Student	RV Institute of Management	9036688095



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R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th 'T'Block, Jayanagar, Bangalore – 560 041 Ph: 080-26547048 Fax: 26654920; **URL**: rvim.edu.in **Email**: contact.rvim@rvei.edu.in



E-CERTIFICATE

This is to certify,

CS Dr RV Tyagarajan

Visiting professor and company secretary in emp, Sri Aurobindo College, MCC, Sartorius India Pvt.Ltd

has successfully participated in 5 Days FDP on 'Application of Business Analytics in the areas of Management' organized by R V Institute of Management, Bangalore from 22nd to 26th June, 2020.

- January

Dr. Purushottam Bung Professor and Director R V Institute of Management

vision: To Become World Class Management Institute of Eminence



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CA 17, 36th Cross, 26th Main, 4th 'T'Block, Jayanagar, Bangalore – 560 041 Ph: 080-26547048 Fax: 26654920; **URL**: rvim.edu.in **Email**: contact.rvim@rvei.edu.in



E-CERTIFICATE

This is to certify,

Arun Vijay

Research Scholar, Karpagam Academy of Higher Education

has successfully participated in 5 Days FDP on 'Application of Business Analytics in the areas of Management' organized by RV Institute of Management, Bangalore from 22nd to 26th June, 2020.

- Juin-m:

Dr. Purushottam Bung Professor and Director R V Institute of Management



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R V Institute of Management

CA 17, 36th Cross, 26th Main, 4th 'T'Block, Jayanagar, Bangalore – 560 041 Ph: 080-26547048 Fax: 26654920; **URL**: rvim.edu.in **Email**: contact.rvim@rvei.edu.in



E-CERTIFICATE

This is to certify,

Dr. Ansted lype Joseph

Assistant Professor, Amity Global Business School

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Dr. Purushottam Bung Professor and Director R V Institute of Management

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Max Concurrent Webinar ID **Actual Start Time** Actual Duration (minutes) # Registered # Cancelled Unique Viewers **Total Users** Views Topic 5 Days FDP on Application of Analytics in the Areas of 973 3430 1732 6/22/2020 10:37 156 107 0 256 96 Management Panelist Details Attended User Name (Original Email Join Time Leave Time Time in Sessioi Country/Region Name 6/22/2020 10:39 6/22/2020 13:12 Yes Prof NNS Reddy nnsreddy.rvim@rvei.edu. 153 India 6/22/2020 10:37 6/22/2020 13:12 Yes Prof Dileep dileep.rvim@rvei.edu.in 155 India 6/22/2020 13:12 Yes Dr. Devesh Bathla devesh.bathla@chitkara... 6/22/2020 10:56 137 India Yes Dr. Purushottam Bun drbung.rvim@rvei.edu.in 6/22/2020 10:37 6/22/2020 10:38 1 India Dr. Purushottam Bun drbung.rvim@rvei.edu.in 6/22/2020 10:40 6/22/2020 13:10 150 India Yes Attendee Details Time in Ses Country/Re User Name (Original First Name Last Name Email Registration Ti Approval Status Join Time Leave Time Attended Yes Preema Dsa Preema Dsa preemadessa@gma ######### approved ########### 112 India Chaudhari chaudharianupama(######### approved 5 India Yes Anupama Chaudhari Anupama ########## ########### Chaudhari chaudharianupama@gmail.com ########### 9 India Yes Anupama Chaudhari Anupama ########## Yes Anupama Chaudhari Anupama Chaudhari chaudharianupama@gmail.com ########## ########### 124 India Yes Anupama Chaudhari Anupama Chaudhari chaudharianupama@gmail.com ########## ########## 3 India Chaudhari Yes Anupama Chaudhari Anupama chaudharianupama@gmail.com ########## ########### 4 India Anupama Chaudhari Anupama Chaudhari chaudharianupama@gmail.com ########### 1 India Yes ########## Chaudhari Anupama Chaudhari Anupama chaudharianupama@gmail.com ########### 26 India Yes ########## Anupama Chaudhari Anupama Chaudhari chaudharianupama@gmail.com 28 India Yes Chaudhari Anupama Chaudhari Anupama chaudharianupama@gmail.com 1 India Yes Priyanka V Murthy priyankamurthyv29(######### approved No Priyanka V ########### Yes Rakesh N Rakesh N v.rakesh71094@gm. ######### approved 2 India Rakesh N Rakesh N v.rakesh71094@gmail.com ########### Yes ########## 44 India Yes Rakesh N Rakesh N v.rakesh71094@gmail.com 84 India Yes Dr. Praharaju Venkata Dr. Praharaju Venkata Radhika radhi3sree@yahoo.i ######### approved ########## ########### 130 India N manjunathn.rvim@i ######### approved ########### Yes Manju N Manju ########## 81 India N Manju N Manju ########### 15 India Yes manjunathn.rvim@rvei.edu.in ########## N Manju N Manju manjunathn.rvim@rvei.edu.in ########## ########## 2 India Yes Chandhan S Chandhan S chandhangowda.s@ ######### approved 141 India Yes Pai abhaypai2919@gma ######### approved Abhay ########## 6 India Yes Abhay Pai ########## Pai ########## Abhay Pai Abhay abhaypai2919@gmail.com ########## 54 India Yes Pai Yes Abhay Pai Abhay abhaypai2919@gmail.com 83 India Yes Moheet Maurya Moheet Maurya moheetmaurya.cuh: ######### approved ########## ########### 4 India Moheet Maurya Moheet Maurya moheetmaurya.cuharyana@gmail.com ########### 117 India Yes ########## Tahsin Hadalge Tahsin Hadalge tahsinhadalge98@g ######### approved ########### 34 India Yes ######### Tahsin Hadalge Tahsin Hadalge tahsinhadalge98@gmail.com ########## 2 India Yes Hadalge Tahsin Hadalge Tahsin tahsinhadalge98@gmail.com Yes 1 India Tahsin Hadalge Yes Tahsin Hadalge tahsinhadalge98@gmail.com ########## ########### 15 India fildhi Matesian rulhi.nataman@gn винивининий approved ######### 140 India **########## Rataritis Signally Bushingship a consed 141 India вининиванный минивиниви Kelliethandra Amerik halliethallura Developed and all the state of the contract of BRIDGES RESERVED BELLEVISERS I india ALLIAN

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Yes	Director RVIM	director.rvim@rvei.e	6/23/2020 10:46	#############	157 India				
Panelist Details									
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Yes	Prof NNS Reddy	nnsreddy.rvim@rvei	6/23/2020 10:52	############	151 India				
Yes	Prof Dileep	dileep.rvim@rvei.ed	6/23/2020 10:47	############	155 India				
Yes	Dr. Santhosh M	santhoshm.rvim@rv	6/23/2020 10:48	#############	155 India				
Yes	Dr. Devesh Bathla	devesh.bathla@chitk	6/23/2020 10:49	#############	151 India				
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Yes	Anupama Chaudhai	r Anupama	Chaudhari	chaudharianupa	ma@gmail.com	##########	************	70 India	
Yes	Priyanka V Murthy	Priyanka V	Murthy	priyankamurthy	. ########## approved	##########	##############	4 India	
Yes	Priyanka V Murthy	Priyanka V	Murthy	priyankamurthy	v29@gmail.com	############	##############	27 India	
Yes	Priyanka V Murthy	Priyanka V	Murthy	priyankamurthy	v29@gmail.com	##########	#############	116 India	
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Yes	Dr.Praharaju Venka	1 Dr. Praharaju	Venkata Radhika	radhi3sree@yah	########## approved	##########	#############	126 India	
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Yes	Abhay Pai	Abhay	Pai	abhaypai2919@	########## approved	##########	###############	87 India	
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