RV INSTITUTE OF MANAGEMENT

CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar

Bengaluru, Karnataka 560 041

Certification Course Organized by
Centre For Business Analytics - RVIM
on
Predictive Analytics using R
By
Mr. Mithun D J

Coordinator – Business Analytics Program

Date: 08th May 2023 to 22nd June 2023	Venue: Online over zoom – Offline Business Analytics Lab
Time: Monday to Friday (06:30 pm to 08:30 pm)	Event: Webinar
No. of Participants: 21	Event Coordinator: Mr. Mithun D J, Dr. Jahnavi & Ms. Ankita Shrivastava

Objectives

- Explore Real-world Implementations.
- Understanding Algorithmic Techniques.
- Optimizing Business Outcomes.

The flow of the Event

- Introduction and information on R for predictive modeling and uncovering the potential hidden within data.
- Hands on exposure.

Outcome Achieved:

The comprehensive program, attendees not only master the art of utilizing R for predictive modeling but also deepen their understanding of the entire data analysis pipeline. By learning techniques such as data preprocessing, feature selection, model training, and evaluation, participants gain the proficiency to uncover patterns, forecast trends, and make informed decisions that drive business growth.

The certification course nurtures a community of data-driven problem solvers who can bridge the gap between technical expertise and practical applications. Armed with the knowledge to manipulate and interpret data, attendees can engage in meaningful discussions with data scientists, analysts, and decision-makers, fostering cross-functional collaborations. This empowers graduates to take the lead in deploying predictive models to address real-world challenges, from optimizing supply chains to enhancing customer experiences. By imparting both theoretical concepts and hands-

on skills, the certification on "Predictive Analytics using R" becomes a catalyst for professional growth and organizational innovation, shaping individuals into valuable assets capable of driving data-centric success.

This certification empowers professionals across diverse industries to harness the power of predictive analytics, leading to optimized strategies, improved resource allocation, and enhanced decision-making.Hands-on exposure in state-of-the-art business analytics lab on real-world application of Business Analytics using R like Market Basket Analysis, Customer Segmentation, Fraud Analytics, Loan Default Prediction, RFM, Sentiment Analytics, Attrition, Customer Churn, Customer Life Time Value, Optimization Problems, Inventory Management, Recommendation Engine, Predictive modelling for various applications, etc.

Feedback & Coordinator Comment:

Mr. Mithun has very rich experience in the corporate sector having built more than 100 Machine Learning models in a career spanning more than a decade. He has served in SPSS South Asia Pvt Ltd, WNs Global Services, Target Pvt. Ltd, and Blueocean Market Intelligence after completing his master's in Statistics from Bangalore University.

Event Coordinators   **Director**

Centre for Business Analytics

Annexure 1	Mail communication
Annexure 2	Brief profile of the speaker

Annexure 1	Mail communications

Certification Course on 'Predictive Analytics using R'

RV Institute of Management

Go,change the world

Autonomous Institution of Excellence

- RV Institute of Management in association with Boston IT Solutions India Pvt. Ltd. Head Quartered in London, UK is launching Industry-Curated Certification Course on 'Predictive Analytics Using R'.
- Hands-on exposure in state-of-the-art business analytics lab on real-world application of Business Analytics using R like Market Basket Analysis, Customer Segmentation, Fraud Analytics, Loan Default Prediction, RFM, Sentiment Analytics, Attrition, Customer Churn, Customer Life Time Value, Optimization Problems, Inventory Management, Recommendation Engine, Predictive modeling for various applications, etc.
- Comprehensive coverage of a minimum of 25 packages in R, R studio, and R cloud.
- Learn to build Machine Learning and AI Models to solve real-world business problems.

Duration: 2 months   Fees:10,000 per person inclusive of GST

To whom it is meant for:

1. Working professionals who want to enhance their skills in predictive modeling using R programming.
2. Business analysts who want to learn how to use predictive analytics to solve business problems and improve decision-making.
3. Corporate professionals seeking a mid-career transition.
4. Homemakers looking for an exciting career in data science.
5. Students who have recently graduated (Any discipline) looking for building a career in data science.
6. Professionals who are on a break looking for high-paying jobs.

Post Completion of the Certification Participants should be able to perform the following:

1. Carry out exploratory data analysis to identify patterns, trends, and relationships in data.
2. Build and evaluate predictive models using 2nd generation MachineLearning algorithms.
3. Validate and optimize forecasting models for better ROI.
4. Use ggplot2 for attractive data visualization and reporting.
5. Unleash the power of AI using NLP by creating a word cloud, customer sentiment analysis.

Dates to Remember

Date	Particulars
30th April 2023	Last date for Registration
3rd May 2023	Launch of Certification Course on Predictive Analytics Using R
4th May 2023	Commencement of Classes
31st May 2023	End of Training Sessions on R
1st June 2023 to 30th June 2023	Capstone Project
8th July 2023	Project Viva Voce
15th July 2023	Awarding of the Certification

Link for registration: https://rzp.io/l/5TL225mO
Click here for more details:
https://forms.gle/eool1AVxEaD6RgTN9
Venue : Centre for Business Analytics,
RV Institute of Management, CA-17, 36th Cross,
26th Main 4th 'T' Block, Jayanagar Bangalore-560 041
📞 : 080-42540300
✉ : rim.rim@rvim.edu.in
🌐 : www.rvim.edu.in
Mode: Hybrid (Online/Offline)
Duration: One Month of training sessions on R (50 hours)
Timings for the training session: 6.30 pm to 9.00 pm
(from Monday to Friday)

Contact - Prof. Mithun : 9844284240

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Annexure 2

Brief Profile of the Resources Persons

Mr. Mithun holds a rich experience in the corporate sector having built more than 100 Machine Learning models in a career spanning more than a decade. He has served in SPSS South Asia Pvt Ltd, WNS Global Services, Target Pvt. Ltd. and Blue ocean Market Intelligence. He is an AWS certified Trainer, IBM Certified Trainer, Machine Learning certified by AWS and Design Thinking certified. He possesses an extensive repertoire of software skills, encompassing over 25 applications including IBM SPSS, PASW Modeler, Tableau, and Power BI, Amos, WEKA, Rapid Miner, Python to name a few. He has had the fortune to train and conduct workshops in some of the prestigious institutions like planning commission of India, National Hydrological Institute of India, IIM Bangalore and JNTU Hyderabad. He has also been an international trainer and conducted workshops in Qatar National Research Institute (QNRF) and Dubai Customs to name a few.

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