



RV Institute of Management®

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,
Jayanagar, Bengaluru - 560041, Karnataka, India

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**CENTRE FOR BUSINESS ANALYTICS
PRESENTS
ONE WEEK VIRTUAL FDP**

ON

**ADVANCED MACHINE LEARNING USING SPSS
AS A PART OF
NO-CODE/LOW-CODE REVOLUTION**



DATE: 10/06/2024 TO 15/06/2024

TIMING WEEKDAYS: 2.00PM TO 4.00PM

SATURDAY: 11.00AM TO 1.00PM

PLATFORM: ZOOM

ABOUT THE INSTITUTION

A Unique Autonomous B-School that carries the flag of the Rashtreeya Vidyalyaya (RV) Group of Institutions with academic excellence. RV Institute of Management (RVIM) was founded in the year 1999, it offers a two-year full-time MBA program affiliated to BCU. It is one of the top leading educational institutions with national and international reputations that is managed by Rashtreeya Sikshana Samithi Trust (RSST), which has been heading the cause of education in various fields since 1940.

RVIM has a long-term international research collaboration and has robust industry and institutional linkages. RVIM was accredited by NAAC with an 'A+' grade and QS IGUAGE Diamond Certification for imparting quality education to the students.

In keeping with the mission of the college, to turn out intellectually enlightened and committed young persons, the center organizes various events and value-added programs to bridge the gap between academia and industry by imparting specialized skill sets in analytics, cognitive flexibility, decision-making, problem-solving, and critical thinking. This, in turn, facilitates and encourages a research mindset among the students.

ABOUT THE FDP

The FDP is designed to equip participants with essential skills and knowledge in applying SPSS software for data analysis and implementing advanced machine learning algorithms for predictive modeling and decision-making.

Throughout this FDP, participants will explore the intricacies of SPSS, gaining a comprehensive understanding of its features and functionalities. From data pre-processing to model evaluation, participants will learn how to harness the power of SPSS to derive meaningful insights from complex datasets.

Moreover, the FDP will cover various Supervised and Unsupervised machine-learning algorithms, including regression, classification, and clustering techniques. Through hands-on exercises and real-world case studies, participants will have the opportunity to apply these algorithms using SPSS, enabling them to tackle real-world data challenges with confidence.

Our experienced instructors will guide participants through interactive sessions, providing valuable insights and practical tips to enhance their learning journey. By the end of the FDP, participants will emerge with a solid foundation in SPSS and advanced machine learning techniques, ready to apply their newfound skills in research, academia, or professional settings.

TOPICS FOR DISCUSSION

1. Introduction to SPSS
2. Introduction to Hypothesis Testing - Parametric and Non-Parametric Tests
3. Introduction to various Supervised and Unsupervised Machine Learning Algorithms
4. Supervised Learning Algorithms (Regression & Classification) – Linear and Multiple Regression, Generalized Linear Models, Logistic Regression, Decision Tree, Neural Networks and KNN
5. Unsupervised Learning Algorithms (Clustering) - PCA, Factor Analysis, K Means Clustering
6. Time Series Analysis - ARIMA, ARIMAX, Moving Average, Trend Analysis, SARIMA and SARIMAX

FDP OBJECTIVES

1. Provide participants with a foundational understanding of SPSS software and its application in data analysis and machine learning.
2. Introduce participants to various supervised and unsupervised machine learning algorithms and their practical implementation using SPSS.
3. Equip participants with the knowledge and skills required to apply supervised learning algorithms for regression and classification tasks effectively.
4. Foster hands-on learning experiences through practical exercises and case studies to reinforce concepts and enhance proficiency in SPSS and machine learning techniques

TARGET AUDIENCE

Executives from the Industry, Academicians and Research Scholars from Management, Commerce, Engineering, Computer Applications, and other Social Science disciplines from UG & PG, and aspiring students who are passionate about learning Machine Learning.

FDP LEARNING OUTCOMES

1. Understand the basic functionalities of SPSS and its role in data analysis and machine learning applications.
2. Identify and differentiate between supervised and unsupervised machine learning algorithms, and apply them using SPSS for real-world data analysis.
3. Implement regression, generalized linear models, decision trees, logistic regression, and other supervised learning algorithms in SPSS to solve regression and classification problems.
4. Gain practical experience and problem-solving skills through hands-on exercises, case studies, and interactive sessions, enabling participants to apply learned concepts independently in their research or professional projects.

PLEASE NOTE

- E-certificate will be issued to all the participants who have registered and attended all the sessions of FDP.
- All the sessions will be conducted in a virtual mode and a common Zoom link will be shared with all the registered participants.
- For any queries, participants are requested to mail to cba.rvim@rvei.edu.in.
- Participants will get the recorded videos and the study material through the WhatsApp group.
- Pre-requisite – request all the participants to install SPSS before the session.

REGISTRATION FEE

- Faculty / Research Scholars/Corporates: Rs. 1000
- UG / PG Students: Rs. 500
- Interested participants are requested to register and remit the fees using the following link: <https://rzp.io/l/Bi3r7KQfb>

RESOURCE PERSONS

DR. DHAVAL MEHTA

Dr. Dhaval Mehta, a seasoned academician with over 20 years of experience in both academia and multinational finance companies, holds a doctorate in Management and serves as an Associate Professor at Veer Narmad South Gujarat University, Surat. His expertise spans across Finance, Operations, Research Methodology, Econometrics, Structural Equation Modeling (SEM), and Machine Learning (ML). Dr. Mehta has been instrumental in conducting Research Methodology workshops nationwide, including at NITS, and has authored several acclaimed books on statistical analysis and data science using tools like Minitab, R, and Rattle. He has organized numerous Faculty Development Programs (FDPs) focusing on data analysis utilizing an array of software such as SPSS, AMOS, E-Views, and more, benefiting over 10,000 professionals, educators, and bureaucrats. Noteworthy among his achievements is the completion of a minor research project exploring the impact of Money Supply on the Stock Exchange. Dr. Mehta's dedication to both research and pedagogy underscores his invaluable contributions to the academic community.

PROF. MITHUN

Mr. Mithun is a seasoned professional in the corporate realm with a decade-long career, boasting expertise in constructing over 100 Machine Learning models. He has contributed his talents to renowned organizations such as SPSS South Asia Pvt Ltd, WNS Global Services, Target Pvt. Ltd, and BlueOcean Market Intelligence. His credentials include certifications from AWS and IBM, affirming his prowess as an AWS-certified Trainer, IBM Certified Trainer, and Machine Learning certified professional. With proficiency in more than 25 software applications, including IBM SPSS, PASW Modeller, Tableau, Power BI, Amos, WEKA, Rapid Miner, and Python, he demonstrates versatility and depth in his skill set. Mr. Mithun's impact extends beyond his corporate roles, as evidenced by his workshops at esteemed institutions like the Planning Commission of India, the National Hydrological Institute of India, IIM Bangalore, and JNTU Hyderabad.

DR. SOMNATH BHATACHARYA

Dr. Somnath Bhattacharya, with a Ph.D. in Marketing and Information Systems from IIT Kanpur, brings extensive expertise in data warehousing from his tenure at TCS. He's a prolific researcher, presenting papers on text mining and recommender systems at various National and International conferences. As a former TA for NPTEL marketing courses and with 2 years of experience as an assistant professor specializing in marketing and analytics, he bridges academia and industry with a wealth of knowledge and practical insight.

FOR ANY QUERIES, PLEASE CONTACT

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