



RASHTREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT
CA 17, 26 Main, 36th Cross, 4th T Block, Jayanagar
Bengaluru, Karnataka 560 041

WEBINAR on INDUSTRY APPLICATIONS OF BUSINESS ANALYTICS	
Date: 30 th April and 1 st May 2020	Virtual mode- Zoom
Time: 11 am to 12 pm	Sem/Year/Group: I Semester
No. of Participant: 89 and 100 (total 189)	Event Coordinator: Dr Santhosh Prof. Nagasubba Reddy Prof. Priya Jain
Objectives: The basic objective of webinar was to make students learn about the practical usage of analytical applications and tools in the industry.	
Brief Profile of the Resources Person: Dr. Devesh Bathla	



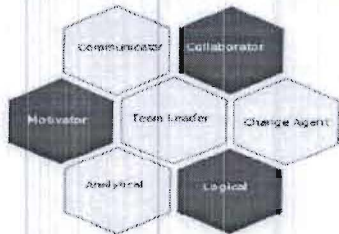
Devesh Bathla
BUSINESS ANALYTICS

A committed, knowledgeable and capable **industry practitioner** with vast experience in field of Business Analytics and passionate for corporate training and academia.

Core Competencies

- ◆ Presenter and Public Speaker
- ◆ Analytics Trainer
- ◆ Business Analysis & Strategic Planning
- ◆ Data Science Professional
- ◆ Product Development and Lifecycle
- ◆ Trainer and Motivator
- ◆ Market Intelligence & Digital Marketing
- ◆ Marketing Analytics
- ◆ Campaign Management

Soft Skills



Profile Summary

Focused Professional with **over 10 years** of experience

Corporate Consulting

- Analytical solutions to global clients from diverse domains of IT, BFSI, HealthCare, Ed-Tech and more
- Mentor an interesting animation based e-learning start-up for business development and solution consultancy

Analytics Training

Corporate

- High expertise in physical training delivery at Corporates in the challenging field of **Business Analytics**
- A **confident presenter** and teacher, able to impart complex information to audiences of all levels
- Worked with **BCG, SAS, IBM** on CLM projects
- Created web courses on Statistics, Business Analytics for professionals, consumed for **online learning globally**
- Appreciated for exceptional **presentation skills**

Academia

- Designed and delivered curriculum on "**Data Science Essentials**" for UG/PG programs at Universities
- Key Member - **Board of Studies** at leading institutes
- Extensively published theoretical and experimental work
- Published **two books** with an international publishing house at **Germany** - available at **Amazon** etc.
- **Highly experienced** in corporate tools from leaders - **SAS, IBM, Microsoft, Salesforce, Tableau** in areas of Data Mining, Data Quality, Data Visualisation etc.

Corporate Operations

- Highly experienced in project and team management, **strategic planning** and budget management
- Expertise in **Customer lifecycle management, Product management and Channel Sales**
- Directed timely execution of marketing strategies, **product launches and new advertising campaigns**
- Implemented competitive & **market intelligence** capabilities through systematic and objective analysis

Work Experience

2020-till date with Chitkara University
Centre Director & Professor – Business Analytics

2019 with SkillLabs (P) Limited
Head – Marketing Analytics National Role

2015–18 with Vodafone India
Marketing Analytics (IBM Suite) Punjab, HP, J&K

2010–14 with Tata Teleservices Limited
Life Cycle Management (SAS Suite) North, NCR, Mumbai

Academics

PhD (Management) in 2013
MBA (Marketing and Telecommunication Mgt.) in 2010
B.Tech. (Electronics & Communication) in 2007

Outcome Achieved/ Attained: At the end of the program students were able to-

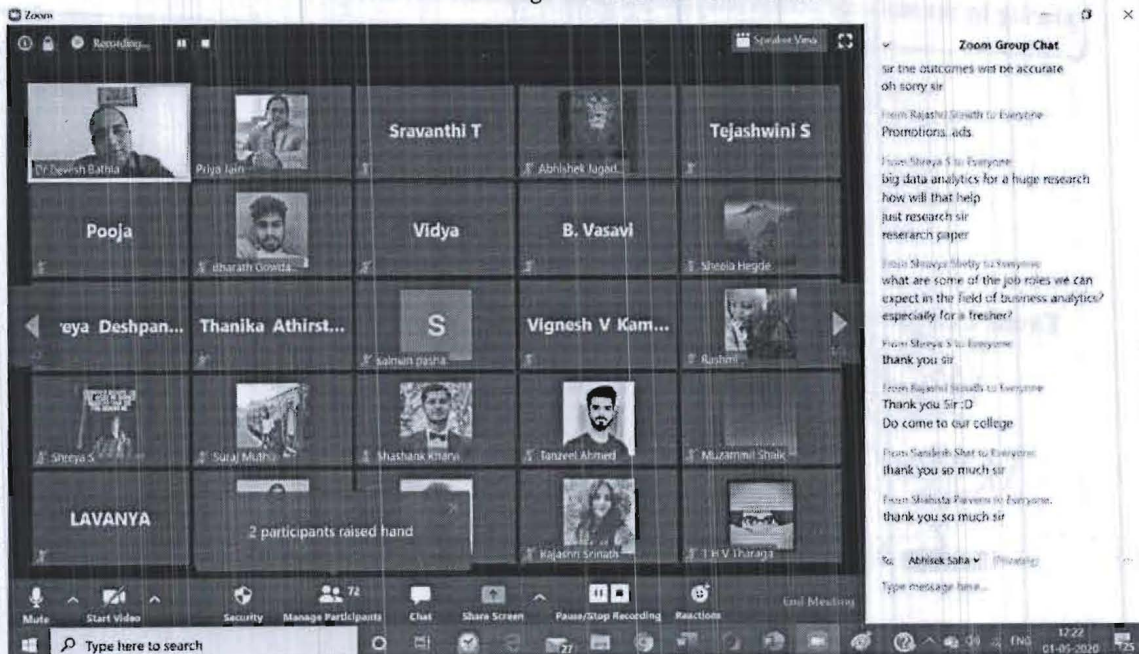
- Understand business analytics and its usage in industry.

- Understand and read the data set.
- Analyze the dataset using advanced Ms Excel.
- Define predictive analytics.
- Understand how prediction happens using regression analysis

Photo Gallery



Digital Leaflet for the webinar



Resource Person Dr. Devesh Bathla addressing the students

Practical session on predictive analytics using Advanced excel

Feedback / Coordinators Comment: The program is well received by students. They gained the knowledge about industry applications of analytical tools and how prediction is being done using regression analysis. Students has given excellent feedback with regard to the delivery of knowledge sharing by the resource person and also asked for such more sessions in future.

Event Coordinator

Pooja
Ujjwal
N. N. Singh

Director

List of participants:-

Code	Participants (100)	Code	Participants (100)
001	Theresa N...	001	Theresa N...
002	Willya J...	002	Willya J...
003	Dr Cecelia...	003	Dr Cecelia...
004	Uday K...	004	Uday K...
005	Alfian...	005	Alfian...
006	Arday G...	006	Arday G...
007	Angus T...	007	Angus T...
008	Pring R...	008	Pring R...
009	Jayana S...	009	Jayana S...
010	Ashwin...	010	Ashwin...
011	Ayuda B...	011	Ayuda B...
012	Ryandi A...	012	Ryandi A...
013	N. Yana...	013	N. Yana...
014	Shivani...	014	Shivani...
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