



**A Report and Relevant documents of Guest Lecture on
“Marketing Analytics - Customer Targeting, Data driven decision, value creation**

Date: 2nd January 2020

Venue: Seminar Halll

Time: 10:45am to 12:pm

Semester & Section/: III A, B C & D

No. of Participant: 124

Event Coordinator: Dr. Noor Firdoos Jahan

Objectives

- To Understand the concept and importance of Marketing Analytics
- To explore the uses of analytics in marketing

Brief Profile of the Resources Person: Dr Ramesh Rajagopalan, Associate Director, Master of Science in Business Analytics (MSBA) Programme at UT Austin, McComb’s School of Business

- Dr. Ramesh Rajagopalan is a versatile leader with 20+ years unique blend of experience in business analytics, supply chain management, big data platforms, and cloud solutions:
(i) Enabling business actions through advanced analytics (ii) Driving business value with revenue impact of \$200M annually (iii) Managing c-suite relationships to drive corporate wide adoption of data driven culture (iv) Building platforms and programs to deliver highest quality solutions to internal and external customers (v) Inspiring diverse global team through mentoring and career development. Executive leadership competency areas: Advanced Analytics, Marketing Analytics, Supply Chain Strategy and Management, Cloud Computing Strategy, and Executive Relationship Management.
- Dr. Rajagopalan joined the faculty of McCombs School of Business at The University of Texas, Austin in Fall 2015, where he mentors and guides students, teaches courses in Analytics, Supply Chain and Information Technology and Directs the top ranked Master of Science in Business Analytics (MSBA) Program.

Outcome Achieved/ Attained:

The lecture was very well delivered by the resource person, Dr. Ramesh Rajagopalan and it was very much beneficial for our students as:

- The students learn about meaning and importance of marketing analytics.
- After attending the session, the students got to know the importance of data in marketing decision.
- The various methods used in generating and how it is provided to the decision makers in meaningful manner.
- The case study of Dell was discussed regarding the application of analytics in the filed of marketing.
- Students got to know that the technology plays very important role in marketing and they cannot stay away from this and hence they should learn this for their success.
- The application of marketing analytics was brought out by the resource person through various illustrations and students got a very good exposure on application of marketing analytics in decision making.
- Overall the earning of the students was very good and objectives of arranging this session was very much achieved.

Section C

Sl no	Student Name	
1	Poornima L	Poornima L
2	Pradeep laxminarayan Hegde	Pradeep
3	Prashanth S	Prashanth S
4	Priya Darshini T	Priya Darshini T
5	Raghunandan Acharya K	Raghu
6	RAKHENDU KANAKVIDU	Rakshendu
7	Ramakanth T	Ramakanth T
8	RAVEESHA. T.R	Raveesha
9	Ravitej Bhaskar Hegde	Ravitej
10	Reddamma D S	Reddamma
11	Roja V	Roja V
12	S Akash	S Akash
13	Sachin H	Sachin H
14	Sachin H B	Sachin H B
15	Sadhana A S	Sadhana A S
16	Saijaswanth K	Saijaswanth K
17	Saket B Inani	Saket B Inani
18	Samprita Rajpuhrit	Samprita
19	Sangitha Ganesh	Sangitha
20	Sanjay N	Sanjay N
21	SANTOSH SHETTY	Santosh Shetty
22	Sarvesh Shamsundar Tosniwal	Sarvesh
23	Shakthi Kumar	Shakthi Kumar
24	Sharath Kumar D	Sharath Kumar D
25	Shreya L Bhat	Shreya L Bhat
26	Shreyanka K V	Shreyanka K V
27	Shriman	Shriman
28	Siddanth M Jain	Siddanth M Jain
29	Sindhu H D	Sindhu H D
30	Sindhura K k	Sindhura K k
31	Smitha Sudheer Swadi	Smitha Sudheer Swadi
32	Smriti Rao	Smriti Rao

41	Sushma Heroorkar	Sushma Heroorkar
42	Swapnil Surendra Chougale	Swapnil Surendra Chougale
43	Swaroop B J	Swaroop B J
44	Unnathi K A	Unnathi K A
45	Vaibhav D Mehta	Vaibhav D Mehta
46	Varija Madhuranath	Varija Madhuranath
47	Varun	Varun
48	Varun B M	Varun B M
49	Vignesh Bhat H S	Vignesh Bhat H S
50	Vijayamahantesh K Sajjanar	Vijayamahantesh K Sajjanar
51	GANGAPPANAVAR	GANGAPPANAVAR

52. SUNIL KUMAR, R.

54. Sushant Shetti

55. Suraj R kulbani

56. Srinidhi P

57. Sowjanya Bhal B

58. Sowjanya Hegde

59. Asha Verma

Section D

Sl no	Student Name	
1	ABHJEEET KRITANIYA	ABHJEEET KRITANIYA
2	ABHISEK SAHA	ABHISEK SAHA
3	Biswajit Das	Biswajit Das
4	HIBA Rafi Ahmed MEHKRI	HIBA Rafi Ahmed MEHKRI
5	KRUTHIKA .S. BHOOMARADDI	KRUTHIKA .S. BHOOMARADDI
6	Mamatha S	Mamatha S
7	Manu V	Manu V
8	Mohammed Danish Ali	Mohammed Danish Ali
9	Nikhita K	Nikhita K
10	Nolamba Rani	Nolamba Rani
11	RAKSHA K	RAKSHA K
12	Sukrutha S	Sukrutha S
13	Vijayalakshmi G	Vijayalakshmi G
14	Vinutha vithal Savant	Vinutha vithal Savant

Total present - 124

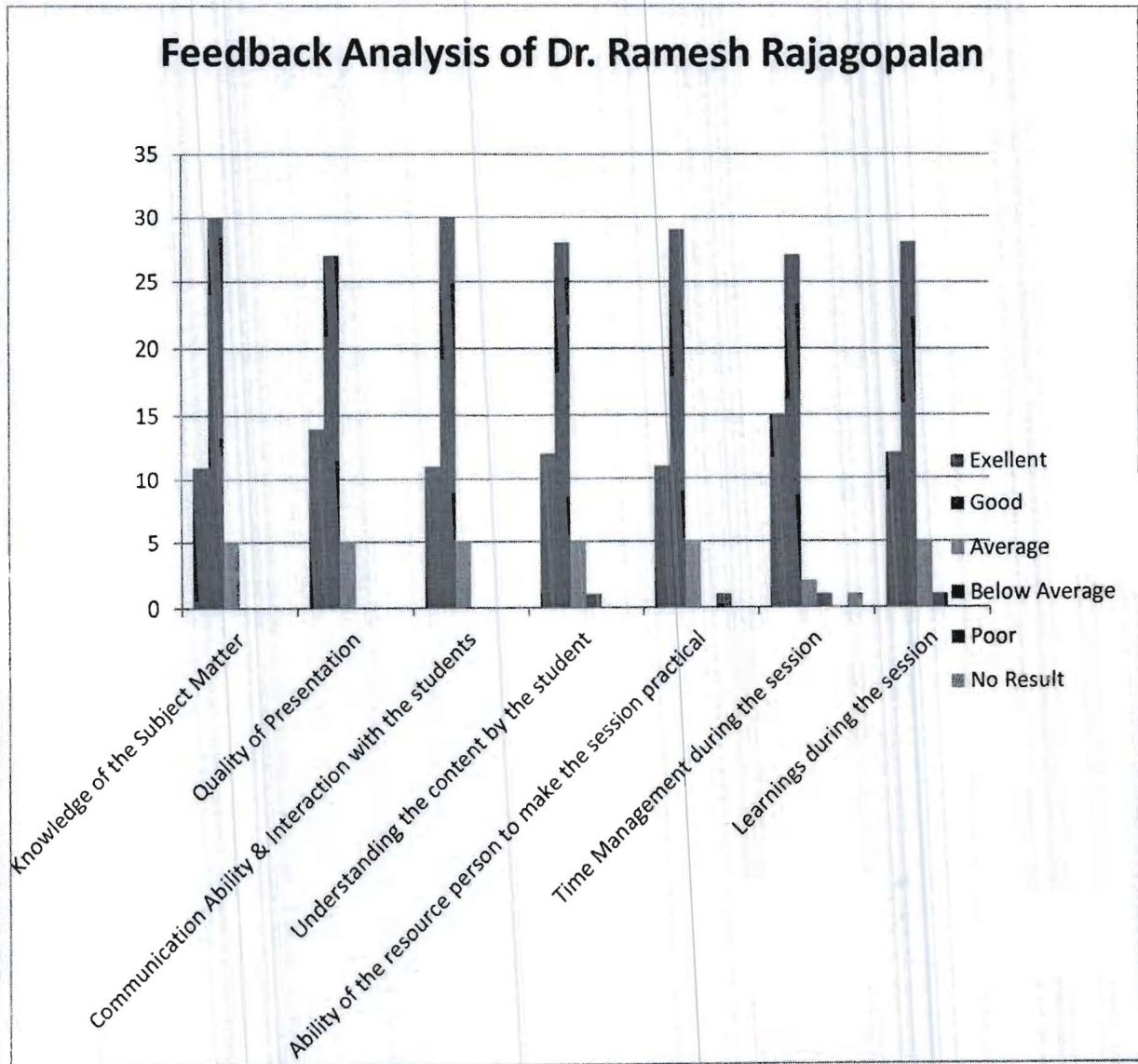
Dr. Noor Farhan

Photo Gallery



Feedback/ Coordinators Comment:

The session was very useful to the students as they got very good learning on Marketing analytics. At the end of the session, the feedback was collected from the students in the form. The summary of the same is provided here:



[Signature]
3/1/20
Event Coordinator



[Signature]
Director