

RASHTREEYA SIKSHANA SAMITHI TRUST

R V INSTITUTE OF MANAGEMENT

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

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
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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 analyutics 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.

List of Participant:



Rashtreeya Sikshana Samithi Trust

R V Institute of Management

CA-17, 36th Cross, 28th Main, 4th T Block, Jayaragar, Bangalore-560041

Third semester Students Attendance for Guest lecture on "Marketing Analytics"

Date: 2nd January 2020

Time: 11.30 am to 1.00 pm

Sino	Student Name	Section A	72	D-4		[61.	Charles Manage	Section B	[22	W
		Signature	32	Pradyumna Kumar	-W	Sino		Signature	32	Kaushik Vinayak Bhat
	Abhilasha N A		33	Puneeth P Gopulapura	Cal	1	Adarsh.S. Hegde	HALL	33	
2	Adhish Kadirur	Ballen .	34	Rajmoni Konnur	Mo	2	Akash B Kokkanavar	ME .	34	-
3	Akhil S	(N)	35	RamKrishna Wathare	100	3	Akshatha L V	Hobotie	35	M Sadiq Ali Khan
4	Akshay M	DEX	36	Ravi Kumar H S	(P)	4	ANIL ASHOK UNDI	(Mb)	36	Madan T S
5	Amal Tom	000	37	Rohan K Kulkarni	(%)	5	Ankitha M	de	37	Manikandan K
6	AMAR. O		38	S Srikanth	(40)	6	Arpita S Gour	10 miles	38	Manjunath P Raibagi
7	ANNKALA SREEDHAR	(A)	39	Sagar Multanna Sajjanar	Suy-	7	Arpitha Meti	ALC: NO	39	Manumohan BN
8	Anup 3 Patil	(M)	40	SAGARIKA BANERJEE	4000	8	Arpitha \$	April	40	Mattamalam Anitha
9	BAKKESH.V. ALUR	5	41	Sagib Khursheed Kakroo	W	9	Arun Kumar S Nellur	Buy	41	Mohammed
10	Bhuvaneswari A	(MA)	42	Sharanapp a	(A)30	10	Asha Verma	Mary	42	Mohammed Moin Khan
11	Chaitra S	CORRE	43	Sharath V	M C	11	Ashish D.C.	alliet.	43	Nagaraja B A
12	Chaitra V	Mailton	44	Shashidhar Patil	C. C.	12	Ashwini Rajashekar shettar	Adam's	44	NEERAJ PRABHU
13	Channamallayya R	12swall	45	Shubham Hangaragi	SP	13	AVINASH M AGARWAL	-7XD)	45	Nikhil D Walvekar
14	CHIMMILI LOKESH KUMAR	100	46	Sneha S V	TAT	14	B Saishree		46	Niraojini N
15	DANISH SHARFUDDIN KHAZI	100	47	Somesh A Shet	THE	115	Balaji B V	Sobell	47	Nitesh Suresh Hegde
16	Dharshini V T	(ax)	48	SRIDHAR METTAN	m	16	Bhanu Satyanarayan Hegde	BUE:	48	Pallavi Satish Desai
17	Fredisha Kenneth Maben	of meleby	49	Sudeep Honnalli	8	17	Bhargav Hegde A	Cont	49	Pannaga H N
18	Gowtham Reddy M	M	50	Sudhir Balappa Honole	MO	18	BHARGAV HEGDE G	Tay-	50	Pavan G V
19	H G Sandesh	(AP)	51	Sujay M Wadgave	1997	19	Bhumika S Kulkarni	BUG.	51	Pavithra S
20	Jevita Zilpha Machado	Sileha	52	Sumanth Bhovi	NO.	20	Chandana	(600)	52	PHALGUNI PRABHU
21	Kajal Darbar		53	Tawkeer Akram Bhat	100	21	Divya S	ANTE.	53	Pooja
22	KALLESH D.K	1/0/1/24	54	Timma Reddy	(100)	22	G. MOHANA	9. Horaro		
23	Karthik M	Kartings	55	Utpal Satish Naik	disp	23	Ganesh A	Cranutt A		
-	Kiran Kumar K V	Histor .	56	Vaibhay Nagaral	N	24	Guruprasad n	Sun pring		
25	Madhu E	M	57	Vinayak Shankar Kalloli	10	25	Iranna Hadapad	一种		
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	Mudiam Krishna Sai	170	50	Vishram Walvekar	15	27	Jayachandra M R	(100)		
28	Nishant sharma	100	60	Vishvas T V	USL	28	Jegan : nair	South .		
-	Nishi Borgohain	300	L		استارسا	29	Kamakshi Viajakumar Bhat	W		
	Pooja Ramannavar	(50)				30	Karthikaya Adiga	tando		
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1	Poornima L	Polinipel
2	Pradeep laxminar ayan Hegde	Biochi
3	Prashanth S	VIII-
4	Priya Darshini T	Ale
5	Raghunandan Acharya K	lastice
6	RAKHENDU KANAKVIDU	MA
7	Ramakanth T	Alexander
8	RAVEESHA. T.R	Naglo
9	Ravitej Bhaskar Hegde	Zaki te
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11	Roja V	Roja
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15	Sadhana A S	Bail 1
16	Saijaswanth K	Sail
17	Saket B Inani	Social
18	Samprita Rajpurohit	Samerit
19	Sangitha Ganesh	JAN T
20	Sanjay N	Salar Salar
21	SANTOSH SHETTY	Bush .
22	Sarvesh Shamsundar Tosniwal	SOLF
23	Shakthi Kumar	shark
24	Sharath Kumar D	30
25	Shreya L Bhat	金
26	Shreyanka K V	She
27	Shriman	M
28	Siddanth M Jain	- Milin
29	Sindhu H D	#
30	Sindhura K k	Sur.
31	Smitha Sudheer Swadi	gim
32	Smriti Rao	mort

41	Sushma Heroorkar	1
42	Swapnil Surendra Chougale	4
43	Swaroop 8 J	Sh
44	Unnathi K A	100
45	Vaibhav D Mehta	Wall to
46	Varija Madhuranath	Value
47	Varun	W
48	Varun B M	AP-
49	Vignesh Bhat H S	B
50	Vijayamahantesh K Sajjanar	Q.
51	GANGAPPANAVAR	4
58	SUNJL KUMAR, R	0
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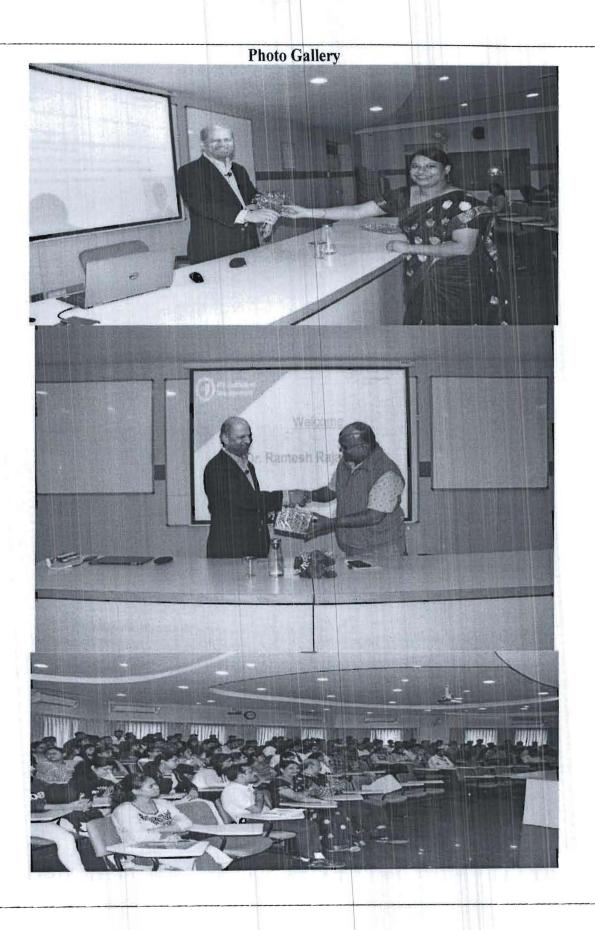
55 Suraj R Kulkarni L 56 Sninidhi P

57. Sawjerya Brol & &

59: Asha Verma

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SI no	Student Name	
1	ABHUEET KRITANIYA	A
2	ABHISEK SAHA	B
3	Biswajit Das	BONS
4	HIBA Rafi Ahmed MEHKRI	0
5	KRUTHIKA .S. BHOOMARADDI	100
6	Mamatha S	ABS-S
7	Manu V	Manil
8	Mohammed Danish Ali	Welli
9	Nikhita K	12th
10	Nolamba Rani	(PP)
11	RAKSHA K	Rotespa
12	Sukrutha S	De Cule
13	Vijayalakshmi G	Cilia
14	Vinutha vithal Savant	Bur

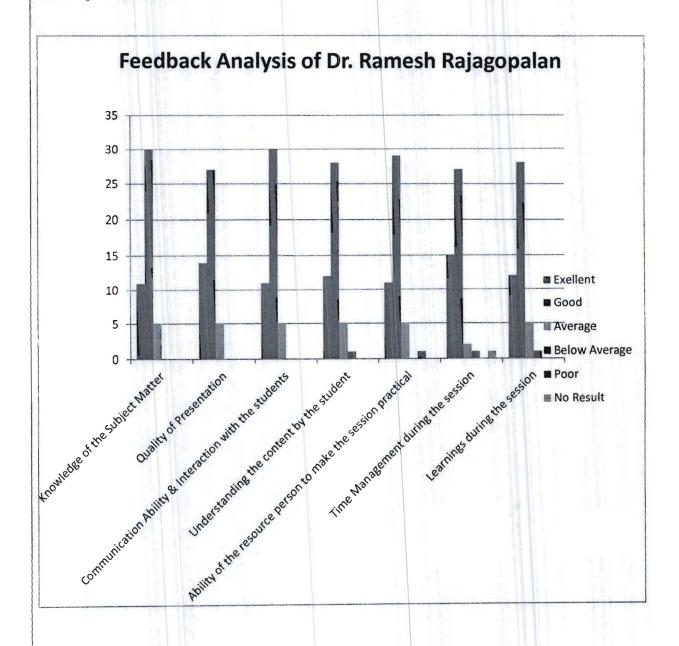
Total present - 124



Page 5 of 6

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:



Event Coordinator



Page 6 of 6

Director