



**RV Institute of Management®**



### **SDP on "Web analytics and Digital Innovation and trends"**

**Date: 17<sup>th</sup> & 20<sup>th</sup> Nov 2023**

**Venue: Seminar Hall**

**Time: 9:00 - 1:30 pm**

**Event : SDP**

**No. of Participant: 100**

**Event Convener: Dr. Padmalini Singh**

#### **Objectives:**

The objective of this Student Development Programme (SDP) was to equip students with a comprehensive understanding of web analytics, the role of data in digital marketing, and the emerging trends shaping the future of digital innovation. Dr. Rahul Kargal aimed to provide practical insights into leveraging digital tools and strategies for business growth, fostering analytical thinking, and enhancing digital proficiency among participants.

#### **Agenda/Flow of the Event**



#### **Resource Person: Rahul Kargal, PhD**

##### **Content Head, The Bridge**

Rahul Kargal is a dynamic professional with extensive expertise in digital transformation, technology strategy, and business growth. With a proven track record of driving innovation and delivering impactful solutions, Rahul has played a pivotal role in helping organizations leverage cutting-edge technologies to achieve their strategic goals.

Currently, Rahul is known for his contributions in areas such as cloud computing, data analytics, and digital product management. His ability to bridge the gap between technology and business needs, coupled with his strong leadership and communication skills, has earned him recognition as a trusted advisor and thought leader in the tech space. Rahul's passion for innovation and his commitment to empowering teams and organizations make him a valuable asset in the ever-evolving digital landscape.

#### **Photo with description**

Dr. Rahul Kargal began the session by introducing the significance of web analytics in today's data-driven world. He explained how organizations use web analytics to track user behavior, measure the performance of digital marketing campaigns, and make informed decisions to optimize business outcomes. Through engaging examples, he highlighted how companies are leveraging analytics to deliver personalized experiences and stay

competitive in a rapidly evolving digital landscape. Dr. Kargal walked participants through the fundamentals of web analytics, including key metrics such as traffic sources, bounce rates, conversion rates, and user engagement. He demonstrated how tools like Google Analytics are used to collect and interpret data, enabling businesses to gain actionable insights into customer behavior. Participants were introduced to the concepts of goal setting, KPI selection, and funnel analysis, with practical tips on implementing these in real-world scenarios.

In the second half, Dr. Kargal discussed the latest trends in digital innovation, including artificial intelligence, machine learning, and blockchain technology, and their impact on marketing and business strategy. He elaborated on the growing importance of automation, predictive analytics, and the Internet of Things (IoT) in transforming customer experiences. Real-life case studies from industries such as e-commerce, healthcare, and fintech were shared to demonstrate how these technologies are driving innovation.

Dr. Kargal also provided hands-on exercises where students analyzed sample data sets and created basic reports to interpret web metrics. This practical approach helped participants understand how to apply theoretical concepts in a tangible, meaningful way. The session included interactive discussions, with students encouraged to ask questions and share their thoughts on how digital trends might shape their career paths.

#### **Feedback & Coordinator Comment:**

The SDP received highly positive feedback from participants, who appreciated Dr. Kargal's ability to simplify complex topics and present them in an engaging, relatable manner. Students found the practical exercises particularly useful in understanding the application of web analytics in real-world scenarios. Many attendees expressed that the insights on emerging trends were eye-opening and provided a fresh perspective on the future of digital innovation.

Dr. Kargal's dynamic delivery style, coupled with his deep knowledge and expertise, kept the session engaging and thought-provoking. Participants felt empowered to explore career opportunities in the digital space and were motivated to deepen their understanding of web analytics and digital trends. Overall, the SDP successfully achieved its objectives, leaving students with valuable knowledge and skills to thrive in the digital age.

**Event Convener: Dr. Purushottam Bung**



**Director**