A Workshop on "Workshop on Tracxon database"	
Date: 20th December 2023	Venue: Workshop Hall
Time: 3:00 - 4:00 pm	Event : Workshop on Tracxon database
No. of Participant: 4	Event Convener: Dr. Padmalini Singh

Objectives:

- The objective of this programme was to get acquainted with the types of databases Tracxon have and how it can be used for the research, especially research with secondary data in finance discipline.

Agenda/Flow of the Event

Resource Person: Mr. Rahul Tyagi, AVP, University Partnerships, Tracxon

Rahul Tyagi is a distinguished professional renowned for his expertise in cybersecurity, technology innovation, leadership development]. With a proven track record of excellence, Rahul has consistently demonstrated his ability to lead transformative initiatives and deliver impactful solutions in [specific domain].

He has been instrumental in driving organizational excellence. His dedication to fostering innovation, building and empowering teams has earned him recognition as a thought leader in his field.

Rahul's accomplishments include spearheading groundbreaking projects, authoring influential publications, receiving prestigious awards. A passionate advocate for mentorship, skill development, or community engagement, he is committed to shaping the future of industry.

With a forward-thinking approach and a deep understanding of emerging technologies, Rahul Tyagi continues to inspire and empower professionals and organizations alike.

Photo with description

The Faculty Development Program, led by Rahul Tyagi, offered an insightful introduction to **Tracxn**, a leading platform for comprehensive business and financial data. Designed to equip participants with a clear understanding of Tracxn's extensive database capabilities, the program focused on using the platform as a powerful tool for research, particularly for finance-related studies utilizing secondary data.

The session commenced with Rahul Tyagi delivering a compelling overview of Tracxn's mission and its pivotal role in providing curated market intelligence. He emphasized how the platform simplifies access to vast amounts of structured and unstructured data across industries, making it a valuable asset for academicians and researchers in the finance discipline.

Rahul delved into the different types of databases Tracxn offers, categorizing them into sectors such as startup ecosystems, private equity, venture capital, market trends, and financial performance metrics. He illustrated how these datasets can serve as a foundation for conducting robust secondary research, enabling participants to identify patterns, analyze trends, and draw meaningful conclusions in their studies.

Highlighting the platform's user-friendly interface, Rahul guided participants through a live demonstration. He showcased how to navigate Tracxn's databases, filter information based on specific criteria, and export data for further analysis. Particular attention was given to the platform's advanced search capabilities, which allow users to tailor their queries to extract precise data relevant to their research objectives.

In the context of finance, Rahul underscored the importance of secondary data in areas such as market analysis, investment research, risk assessment, and financial forecasting. He demonstrated how Tracxn's datasets could be used to analyze historical performance trends, compare industry benchmarks, and evaluate emerging markets. By integrating such data into their research, participants could enhance the depth and accuracy of their findings.

Rahul also addressed practical strategies for incorporating Tracxn's resources into academic work. He shared examples of how researchers have utilized the platform for case studies, dissertation projects, and policy analysis. His explanation emphasized the importance of aligning research questions with relevant datasets and using Tracxn's insights to support evidence-based conclusions.

The program also included an interactive segment, where participants explored the platform hands-on, guided by Rahul's expert tips and real-time feedback. This practical approach allowed attendees to gain confidence in

using Tracxn for their research needs. Questions and discussions during this session highlighted the versatility of the platform and its potential applications beyond traditional financial analysis.

Rahul concluded the program by discussing the future of data-driven research in finance and the critical role platforms like Tracxn will play in shaping academic and professional practices. He encouraged participants to adopt a data-centric approach in their teaching and research endeavors, emphasizing how access to reliable and well-organized secondary data can significantly enrich the quality of financial studies.

Feedback & Coordinator Comment:

Participants praised the session for its clarity, depth, and relevance, with many expressing enthusiasm to incorporate Tracxn into their research processes. The program not only enhanced their understanding of secondary data in finance but also empowered them with practical tools to elevate their research methodologies.

Event Convener: Dr. Purushottam Bung

Director