Overview of Marketing Analytics	
Date: 02/02/2026	**Venue: RVIM, Bangalore.**
Time: 9.30 pm to 4.00 pm	**Resource Person: Mr. Swapnadeep Saha, Channel Partner, SAP**
No. of Participants: 180	**Event Coordinators: Dr. Rashmi Shetty, Prof. Anitha BM D'Silva Prof. Sowmya D S**

RV Institute of Management organized an insightful **Workshop on Overview of Marketing Analytics** on **2nd February 2026** for second semester marketing students. The workshop was conducted by **Mr. Swapnadeep Saha, Channel Partner, SAP**, with the objective of introducing students to the growing significance of marketing analytics in contemporary business decision-making and customer-centric marketing strategies.

The session provided students with an understanding of how organizations leverage data, technology, and analytics tools to gain customer insights, optimize marketing campaigns, and improve business performance. The workshop effectively bridged the gap between theoretical marketing concepts and industry practices.

The objectives of the workshop were:

- To introduce students to the fundamentals of marketing analytics
- To understand the role of data in marketing decision-making
- To familiarize students with key marketing metrics and performance indicators
- To provide exposure to industry applications of analytics tools and technologies
- To enhance analytical thinking and data-driven problem-solving skills

Program Highlights

The workshop commenced with an overview of the evolution of marketing analytics and its increasing importance in today's digital business environment. Mr. Swapnadeep Saha explained how organizations collect, analyze, and utilize customer data to design effective marketing strategies and improve business outcomes.

The session covered essential concepts such as customer segmentation, consumer behavior analysis, campaign performance measurement, customer acquisition and retention metrics, return on marketing investment (ROMI), and data-driven decision-making. Students were introduced to the practical applications of analytics in sales forecasting, customer relationship management, digital marketing, and market intelligence.

Drawing from his experience with SAP solutions and enterprise applications, the resource person demonstrated how technology platforms help organizations transform large volumes of data into actionable business insights. Real-world examples and case discussions highlighted the role of analytics in improving customer engagement and competitive advantage.

The workshop also addressed emerging trends such as predictive analytics, artificial intelligence, machine learning, and personalized marketing strategies, emphasizing their impact on the future of marketing.

Student Engagement

Students actively participated in discussions, case analyses, and interactive sessions throughout the workshop. They engaged with practical examples, posed insightful questions, and explored how analytics can be applied to solve marketing challenges. The session encouraged students to develop a data-oriented mindset and appreciate the strategic value of analytics in marketing management.

Learning Outcomes

Through the Overview of Marketing Analytics Workshop, students gained:

- Understanding of the concepts and importance of marketing analytics
- Knowledge of key marketing metrics and performance indicators
- Exposure to data-driven marketing strategies and decision-making
- Awareness of enterprise analytics platforms and their applications
- Insights into emerging trends such as AI, machine learning, and predictive analytics
- Enhanced analytical and critical thinking skills relevant to marketing careers

Conclusion

The **Overview of Marketing Analytics Workshop** conducted by **Mr. Swapnadeep Saha, Channel Partner, SAP**, provided a valuable learning experience for second semester marketing students. The session successfully enhanced students' understanding of data-driven marketing practices and equipped them with foundational knowledge of marketing analytics and emerging technologies. The workshop reinforced RV Institute of Management's commitment to providing industry-relevant learning opportunities that prepare students for the evolving business landscape.

PHOTO GALLERY:





RV INSTITUTE OF MANAGEMENT
Autonomous Institution Affiliated to BCU
MBA I SEMESTER B SECTION
WORKSHOP ON FUNDAMENTALS OF MARKETING ANALYTICS AND MARKETING METRICS
FEBRUARY 2, 2026

Sl.No.	STUDENT ID	STUDENT FULL NAME	SECTION	SIGNATURE
1	RVIM25MBA004	THANUJA L	B	
2	RVIM25MBA005	VIKAS T	B	
3	RVIM25MBA007	RAKSHITHA MS	B	
4	RVIM25MBA011	RAHUL L BHAJANTRI	B	
5	RVIM25MBA013	PRAJWAL S GOWDA	B	
6	RVIM25MBA014	KAVANA A G	B	
7	RVIM25MBA015	PAVAN R	B	
8	RVIM25MBA016	BHAVANA M	B	
9	RVIM25MBA017	NAMANA G N	B	
10	RVIM25MBA021	SNEHA MARUTI TEERTH	B	
11	RVIM25MBA022	DARSHAN BABU AKKATANGERHAL	B	
12	RVIM25MBA023	VILAS HIREMATH	B	
13	RVIM25MBA030	PRAVEEN D	B	
14	RVIM25MBA033	RAHIL M	B	
15	RVIM25MBA035	DEEPAK SHARMA K M	B	
16	RVIM25MBA036	PRUTHVEESH BADIGER	B	
17	RVIM25MBA039	VISHWANATH HALASUR	B	
18	RVIM25MBA040	SANDHYA	B	
19	RVIM25MBA042	VAISHNAVI GANESH PAI	B	
20	RVIM25MBA045	SANGAMESH P KARIYAPPANAVAR	B	
21	RVIM25MBA046	AISHWARYA	B	
22	RVIM25MBA048	RAMESH	B	
23	RVIM25MBA052	HEMANTH M	B	
24	RVIM25MBA061	ABHISHEK GANGADHAR BAGELLI	B	
25	RVIM25MBA067	BHAKTI	B	
26	RVIM25MBA073	ARPITA SHRIDHAR HEGDE	B	
27	RVIM25MBA075	RASHMI G KULKARNI	B	Absent
28	RVIM25MBA077	SHRUSTI	B	
29	RVIM25MBA079	NAYANA R	B	Session NIMHANS
30	RVIM25MBA080	NEHA R HONNALLI	B	

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