

THE ECONOMIC TIMES
BUSINESS

ANALYTICS
SUMMIT



29th September 2015
The Lalit Mumbai

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ET Edge

An Economic Times Initiative

OBJECTIVE:

To discuss various aspects of Business Analytics for Better Business decisions

With changing times, the principles and practices of doing business have undergone a sea change. After capitalism swept the world, and large scale production became the norm with companies, collating data, analyzing it and then managing it to better the business became extremely important. Hence, Business Analytics came into practice and gradually became a huge science that has been helping businesses understand consumer behavior and the latest trends in the market that drive it.

The latest example of aggressive use of data analysis is the malls mushrooming all over cities and the smart/ tab cabs operating successfully the world over. Be it the hospitals, corporate houses, hospitality industry, or any other field of business, using the latest technology to make data talk to the experts has been on the rise. Social Media, on the other hand, has opened newer vistas for data tracking with reports claiming Facebook, Twitter and other online social platforms raking in the moolah. What is needed is using technology to understand data that will help in meeting the challenges of financial pressures and difficult markets.



THE ECONOMIC TIMES BUSINESS ANALYTICS SUMMIT

However, despite the heat of business analytics reaching India, it is still in a nascent stage. Hence, it is time to get an insight into the business of data analysis, or business analytics as it is better known and The Economic Times is proud to present a conference that will help understand the science of business analytics. Experts from various streams of the market will explain the latest trends, scope, prospects, and the future of business analytics at the conference. While the thought leaders will help to decipher the significance of, and cautionary practices in, deciphering data at the conference, the Summit will also help in industry connect under one roof. Training Institutes and start-ups can look forward to tie-ups at the conference too. This is a conference to understand the intersection of business and data as data consumes us.

PROGRAMME SCHEDULE

9.30 - 10.00	Welcome & Registration
10.00 - 10.10	Opening Address, TCL, BCCL
10.10 - 11.10	<p>Panel Discussion 1 : Data Science: Delivering for 21st century businesses:</p> <ul style="list-style-type: none"> • Knowing what the customers want before they do • Unlocking business opportunities for new breed of entrepreneurs • Capturing and using ever-growing amounts of streaming data more efficiently for faster responses
	Panelists:
	<p>Bratamay Majumdar, Sales Director, Big Data (India), Oracle Ashish Singru, Senior Director India Analytics Centre, eBay Sameer Dhanrajani, Business Leader ,Cognizant Analytics & Data Science, Cognizant Dipayan Chakraborty, Director - Category Analytics, Flipkart Kunal Mhaske, Director,Analytics, E & Y</p>
11.10 - 11.20	Q & A
11.20 - 11.40	Tea Break
11.40 - 12.40	<p>Panel Discussion 2 : Overcoming the challenges of bringing data science to boardroom:</p> <ul style="list-style-type: none"> • Aligning business strategies to data science • Optimizing big data in terms of volume, variety & quality • Equipping Data Scientists with the right intellectual capabilities
	Panelists:
	<p>Prof. Bhimasankaram Pochiraju, Clinical Professor of Statistics & Director, ISB Sanjay Jain, Chief Strategy Officer, WNS Sray Agarwal, CM, Analytics,Times Pro Roopam Upadhyay, Head, Data Science and Analytics CoE (HCA), Syntel Chandu Mukkavalli, Partner, Advisory Services, E & Y</p>
12.40 - 12.50	Q & A
12.50 - 14.00	Networking Luncheon
14.00 - 15.00	<p>Panel Discussion 3 : Using predictive analytics as core competence for your business</p> <ul style="list-style-type: none"> • Prompt action based on customer insight • Quick response by replacing guesswork with science • Reduce costs by gauging risk, frauds & uncertainty • Add consistency to business decisions • Improve customer service & compliance • Seize new business opportunities
	Panelists:
	<p>Nischal Piratla, Head of Analytics -India, Schlumberger Dr. Manish Gupta, Senior Vice President-Analytics, InfoEdge Deepak Narasimhamurthy, Director, E & Y Nischal Piratla, Head of Analytics, India at Schlumberger Sanjay Srivastava, Director, Analytics at Fortune 500 company A.J.R Vasu,Director, Analytic Consulting, Nielsen N. Balaji, Partner, Advisory Services, E & Y</p>
15.00 - 15.10	Q & A
15.10	Conference Concludes

WHY SHOULD YOU ATTEND IT?

- To learn ways to use data analytics in an optimum manner and avoid usage
- To understand and adopt the best marketing practices based on sound analytics
- To gain insight into ways to transform data into a strong policy-making tool
- To understand analytics for exploring opportunities better
- Understand the cost and business ration better through business analytics that will help drive better working culture in the organization

WHO SHOULD ATTEND IT?

- Institutions that deal with huge data
- Industry verticals that are driven by business analytics
- Analytics Companies
- Academicians
- Institutes imparting courses in Business Analytics
- Students of Business Analytics



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