MAHARAJA AGRASEN INSTITUTE OF TECHNOLOGY

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Ministry of HRD, Govt. of India
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

Department of Management, MBA

Report on

SIIC, IIT KANPUR A-MDP ADVANCED BUSINESS ANALYTICS

Organizer: Department of Management, Maharaja Agrasen Institute of Technology

Date: 26th January to 1st March

Timings: 9:45 AM to 5:15 PM

Venue: IIT Kanpur Outreach Center, Sector 62, Industrial Area, Noida, Uttar Pradesh

Faculty Coordinators: Dr. Sanjeev Kumar

A 5-days certification program was offered by SIIC, IIT Kanpur an initiative of MSME, Advanced MDP on Advanced Business Analytics. The program aimed to provide essential knowledge about Python Programming, Data Visualization, Block chain and Data Analytics. The agenda behind the program was to apply their practical applications in real-life business world.

Day 1 (Basics of Python Programming)

Dr. Rajan Gupta, taught us about the basics of Python Programming which involved the data types, naming rules, different operators, application of Strings, tuple, lists and Dictionaries. He also taught how to import the libraries such as Pandas and Matplotlib along with their applications and students performed a task to plot some graphs using it.

Day 2 (Data Warehousing & Data Storytelling)

Dr. Rajan Gupta shared his valuable teachings about Data Warehousing, types of data sets, its classification, and the KDD Process. He also explained the concept of OLAP & OLTP techniques, Data warehouse models, classification of Data Storytelling and about various tasks involved in Data Processing.

Day 3 (Business Intelligence and Visualization)

Dr. Rajan Gupta explained the concept of Business intelligence with the components of Business Intelligence structure. He showed how to create a visualization report of data through Power-Bi and explained various features of Power Bi like power query and how to create interactive charts.

Day 4 (Block chain & Effective Business Communication)

Dr. Priyanka Gupta explained the students regarding the concept of Block chain which includes its features, types, consideration, visualization, and real-world application whereas she also explained the concept of Effective Business Communication which includes the 7C's, its barriers, Role of an HR, and its importance. She also explained how to keep a memo short, crisp, and concise using an example and Case study.

Day 5 (Data Analytics)

Dr. Priyanka Gupta ended the program on the most important topic that is Data Analytics. It involved the process and phases of Data Analytics and various functions were taught in Microsoft Excel to analyze some Data shared by her such as determining the Correlation, Variance, Regression, and many more quantitative terms which are helpful in analyzing any data. Students have carried out the task as provided by her.

The program included interactive lectures, group discussions, case study analysisand business life examples. Students provided positive feedback, appreciating the hands-on approach, the relevance of the content to MSME challenges, and the opportunity to network with peers. The training successfully met its objectives, with participants demonstrating a significant improvement in their understanding of Business Analytics concepts and expressed confidence in applying these skills to their respective area of interests and in businesses.

Conclusion

This 5-day training program was more than just being a program. It was a valuable initiative, contributing to the enhancement of Advance business analytics practices among participating MSMEs. The positive feedback and outcomes indicated a strong foundation for future training program.