

ANALYTICS and DATA MINING: Case based Executive Briefing for Business Managers
July/6th and 7th (Fri and Sat), 2012, Bangalore

Audience



Experienced Delivery / Program / Project Managers
Solution Architects, Information Architects,
Practice Heads, Business Vertical Heads, Pre-Sales

Life, Career, Profession are all about being proactive, learning from the past, anticipating the future, positioning right and actioning the right way at the right time.

That holds very much true (and necessary) in the arena of *Competing with Analytics and Information Excellence*. Business metrics do a great job summarizing the past, *Business analytics* helps you predict, anticipate and act proactively with your customers, partners and employees and systemic dependencies. Wrong Information Means wrong decisions, wrong decision means wrong results. Hence 'Competing with Data, Information and Actionable Analytics' is a business imperative.

Data Deluge is a Reality. The ability to manage Data Deluge has become a Key Competence Factor for all companies, functions and roles. This calls for good understanding of the data science skills and the ability to relate to manage data, data professionals and data centric analytical projects.

This workshop is focused on providing the management professionals with good foundational understanding of analytical methods and techniques. Along with its application across multiple domains and business sectors.

Session 1: Day 1 Forenoon:

Foundational Understanding:

What is competing with Analytics:

- Simplifying the jargon
- Driving with the Business goals and priorities
- Change Management

What is different:

- Internet
- Mobility
- Cloud
- Big Data
- World is FLAT

Types of Problems that get solved

- Patterns of Analytics
- Patterns in the problem being solved
- Problem formulation to translate business priorities into for Analytical Solutions
- Illustrative solutions



What does it take: Skills and Jargons of emerging Data Scientist Role

- Asking right questions and Curiosity
- Data foundation for competing with Analytics
- Effective business variables for sensing your business
- Understanding of Methods and Methodologies
- IT Infrastructure for Analytics (Agile)
- Execution Excellence in closed loop feedback mode

Demystifying Analytics and Decision Techniques:

- Understanding the Process - CRISP Methodology
- Methods and Methodologies
 - Exploratory Analysis (Show case with examples)
 - Verification driven analysis (Show case with examples)
 - Classification (Decision Trees)
 - Prediction (regression, Time Series)
 - Model Validation
 - Scoring and Deployment
 - Measurement, Monitoring, Refinement
- Readiness for (Complementing your clients with) Competing with Analytics
 - Analytics continuum
 - Application and Domain Analysis
 - Evaluating new Analytical Initiatives
 - Investment and ROI

Domain Specific Applications and Cases: (Three Domain Sessions)

Session2: Day 1 Afternoon: Financial Domain

- Domain: Analytics in the Financial Domain
 - Typical business challenges in this domain
 - Typical analytical usage scenarios and applications (mapped to analytical techniques)
 - Domain specific data enrichments
 - Blindsiding possibilities and what to watch-out for
 - Illustrative Business Cases with Logistic Regression and Time Series
 - Showcase example with one analytical technique (Regression / Logistic Regression / Time Series forecasting)
- Show the Methods and techniques
 - Share Multiple Industry Business Cases
 - Logistic Regression applied in the context
 - Time Series Forecasting (Do with me case)
 - Break out Problem Formulation (Optional)



Session 3: Day 2 Forenoon: Manufacturing and Service

- Domain: Analytics in the Manufacturing (Automotive / Semiconductor) and Service (Logistics and BPO Industry)
 - Typical business challenges in this domain
 - Typical analytical usage scenarios and applications (mapped to analytical techniques)
 - Domain specific data enrichments
 - Blindsiding possibilities and what to watch-out for
 - Illustrative Business Cases
 - Showcase example with one analytical technique (regression / predictive modeling / optimization)
- Show the Methods and techniques
 - Share Multiple Industry Business Cases
 - Business cases showcasing the Optimization Techniques
 - Break out Problem Formulation (Optional)



Session 4: Day 2 Afternoon: Telecom and Customer Life Cycle

- Domain: Analytics in the **Telecom and Customer Life Cycle Domain**
 - Typical business challenges in this domain
 - Typical analytical usage scenarios and applications (mapped to analytical techniques)
 - Domain specific data enrichments
 - Blindsiding possibilities and what to watch-out for
 - Illustrative Business Cases
 - Showcase example with one analytical technique (clustering / classification / decision tree)
- Show the Methods and techniques
 - Clustering and Segmentation with Telecom Case
 - Deep Dive on the Customer Analytics
 - Do with me case Clustering / Classification / Decision Tree
 - Break out Problem Formulation (Optional)



Summary and Conclusion:

Moving to Competing with Analytics:

- Analytics Strategy and Implementation:
 - Organization Structure
 - Analytical Maturity of the organization
 - Application and Domain Analysis
 - Competing with Analytics: Stages
- Roadmap to Analytical Competition

Let us do it work-through sessions:

The domain specific sessions will have few simple, brief “let us try doing it” sessions, one each in each of the domains. Participants need to bring their own laptops to the session for the purpose.

Session Experts: (Alphabetical order):



**Dr. Abhinanda Sarkar, Principal Scientist, Software Science and Analytics,
GE John F Welch Technology Centre, Bangalore**

Abhinanda Sarkar is Principal Scientist, Software Sciences and Analytics, in GE Global Research and is based in the GE John F Welch Technology Center in Bangalore. In this role, Abhinanda works with GE research and engineering teams as they design software and solutions built around data mining, modeling, and optimization. Earlier in GE, Abhinanda has served a Lean Six Sigma Master Black Belt and has led and contributed to services technologies for GE Energy and GE Capital focused mostly on risk management and reliability. In a research career with GE, IBM, and MIT, Abhinanda’s publications and patents have been in applying statistical and probabilistic methods to areas such as wind energy forecasting, bond market analytics, biomedical text mining, content-based image retrieval, wireless network interference, gravitational wave detection, etc. He graduated from the Indian Statistical Institute and Stanford University.



Dr. Jay B. Simha, Chief Technology Officer, ABIBA Systems

He has over 15 years of experience in R&D, Business Intelligence and Analytics consulting. He has implemented large scale systems for telecom, BFSI and manufacturing industries in Business Intelligence and analytics. Prior to this he worked on medical data analysis with Siemens, working on algorithm design and data analysis.

He holds a Doctoral degree in Data Mining and Decision Support and Post Doctoral from Louisiana State University, USA. He has a post graduate in Mechanical Engineering and Computer Science.

He is active in research and has interests in business visualization, predictive analytics and decision support. . He has so far published about 40 papers in international journals and conferences in the areas of business intelligence and analytics. He has won numerous best paper awards in prestigious conferences.

The emphasis will shift from the [“T” in IT] to the [“I” in IT] in the next information revolution
Peter Drucker, Management Guru



Advanced Analytics and Optimization Techniques SME

Optimization techniques expert, with focus on Manufacturing and Supply chain. With experience setting up Analytics centers of excellence for many companies.



Nagaraj Kulkarni, Director, Information Excellence, COMPEGENCE.

COMPEGENCE is focused on Process, Data and Domain driven “Information Excellence”, helping companies address the growing challenges of Data explosion, Information Overload and Interconnected processes / enterprises, towards insightful decisions.

His role at COMPEGENCE includes enabling the corporate “Information Excellence Journey” with current state assessment, focused roadmap, competency building, consulting and consultative mentoring.

His prior stints include TCS (India), Indigo technologies (US), PricewaterhouseCoopers (US), Sun Microsystems (US and India), Intel (India) and HansaCequity (India) in that order.

He is an Alumni of UVCE in Bangalore, and IISc Department of management Studies in Bangalore. His continued learnings have included UCSC Leadership & Management program, ISB’s Venture capital program, Marshall Goldsmith’s Executive Coaching Program.

Date, Venue, Logistics, Registration

Dates: July/6th and 7th (Fri and Sat), 2012

Venue: J P Nagar, Bangalore, India

(Venue directions and Logistics will be communicated to registered participants)

Pre-requisites: Bring along your laptop, along with an open mind, for enriching sessions and interesting work along sessions

Workshop Fees:

Rs 8000 plus Service Tax if registered before Jun/25

Rs 9000 plus Service Tax if registered after Jun/25

Preregistrations: Being accepted, Please register at:

<http://compegence.com/Executive-Briefing-Analytics.php>

Additional info: info@compegence.com / 99805-40426

The best way to put distance between you and the crowd is to do an outstanding job with information. How you gather, manage, and use information will determine whether you win or lose.

Bill Gates in *Business @ The Speed of Thought*