

CHANDIGARH BUSINESS SCHOOL OF ADMINISTRATION

Department: MBA

“Business Analytics Workshop” From 11th- 15th February 2019

1. Expert Detail

- Name: **Dr Dipanjan Kumar Dey**
- Designation: **Assistant Professor**
- Organization: **IIT Ropar**
- Total Experience: **10 years**

1. Brief profile of Expert:

Dr Dipanjan Kumar Dey is working as an Assistant Professor in the Department of Humanities and Social Sciences (Management Area) at the Indian Institute of Technology Ropar since 2017. Before joining IIT Ropar, he was associated with IBS Hyderabad as Assistant Professor in the department of marketing and strategy management since 2014. He was a visiting scholar to Spears School of Business, Oklahoma State University for his thesis. His doctoral research is in the area of utilization and marketing of healthcare services in India. He also has corporate exposure in the domain of BFSI post his MBA. He is SAS certified predictive modeller using SAS Enterprise Miner 6. He has In-depth knowledge of statistical methods, Data Mining techniques and methodologies like linear regression, logistical regression, panel data, cluster analysis, discriminant analysis. He has also expertise in BASE SAS programming skills

2. Brief details of the event: The **5-days Workshop on Business Analytics** will be focusing on developing new insights and understanding of business performance based on data and statistical methods. Business analytics refers to the skills, technologies, practices for continuous iterative exploration and investigation of past business performance to gain insight and drive business planning. It will also focus on extensive use of statistical analysis, including explanatory and predictive modelling, and fact-based management to drive decision making.

3. Prime objectives of the event: The main objective of this workshop is to understand the functioning of the business performance based on data and statistical methods. It will also focus on extensive use of statistical analysis, including explanatory and predictive modelling, and fact-based management to drive decision making.

4. Date, time, venue of the event: 11th February 2019 at Block-6, Seminar Hall CBSA, CGC, Landran, Mohali.

5. Advantages: This workshop will facilitate the learners to sharpen their analytical ability along with academic expertise. The students will be exposed to thought-provoking business decision-making through data analysis in the current business scenario.

This workshop will prove to be an effective tool for management students, research scholars to develop in-depth knowledge, understanding, sharpen logical, analytical skills and develop the decision-making ability.