



THIAGARAJAR SCHOOL OF MANAGEMENT
(Autonomous)
Madurai, Tamil Nadu
Accredited by NAAC with 'A' Grade



MANAGEMENT DEVELOPMENT PROGRAMME ON

DATA ANALYTICS AND VISUALIZATION FOR BUSINESS

PROGRAM OBJECTIVES

Information is the oil of the 21st and analytics is the combustion engine

- Peter Sondergaard, Senior Vice President, Gartner Research



In GOD we TRUST, All others must bring data.

- W. Edwards Deming, Management Guru.

- ✔ Gain an in-depth understanding of data structures and data analysis to explore and visualize data for meaningful insights and identify patterns in the data.
- ✔ Understand the nuances and applications of descriptive, predictive, and prescriptive analytics to enhance analytical skills and make real-time, data-driven business decisions
- ✔ Identify the concepts, features and the key functions in Tableau Software and its usage in various business applications.


KEY TAKEAWAYS

- ✔ Exploratory Data Analysis and Summary statistics
- ✔ **Predictive Analytics:** simple Linear regression, Multiple Linear Regression, Logistic Regression and interpret results
- ✔ Overview Introduction to information visualization. What information is more relevant to the decision makers? Information visualization types and purpose.
- ✔ Introduction to web-based visual displays for broad and deep visualizations. Introduction to Tableau. Visualizing text.

PEDAGOGY

- ✓ Data analysis
- ✓ Case Study
- ✓ Games and Exercises

PROGRAM MODE

ONLINE, through  zoom

PROGRAM FEES

The program fee of **Rs. 1,200** (incl. GST) is to be paid by way of electronic transfer.

Early Bird Registration

(On or Before 15th April – Rs.1000

Bulk Registration from single organization (more than 5 enrollments)- Rs. 1000 per participant

PROGRAM FEE PAYMENT

Online Payment :

<https://www.onlinesbi.com/sbicollect/collecthome.htm>

(or) Through **Google Pay- 9994095402**

RESOURCE PERSONS



Dr. V.Senthil

Prof Senthil has 15 years of academic and 3 years of industry experience. His area of research includes ICT Applications, eTourism, Digital Sentiment Analysis, Big Data in Management, and Multimedia Computing. He has published six IEEE & ACM indexed research papers and has participated and presented in six international conferences included ICIMTR-2012, Malaysia and ITInnovations-2008, UAE. He has participated in six workshops including one at JTG-Summer School at Indian Institute of Sciences, Bangalore and at IIT-Delhi. He is the Technology Manager at Thiagarajar School of Management.



Dr. B.Nataraj

Dr. Nataraj has eleven years of teaching and industry experience. He has completed his Ph.D from Bharathiar University. His areas of research include Predictive analytics, Relationship quality, Customer relationship management, Sustainability, Machine Learning and Artificial Intelligence. He has published research articles in peer reviewed and refereed journals. He is a skilled professional in business analytics, data science and management research. He is a resourceful educator, professional trainer and competent with the statistical software packages like R, SPSS, Python, AMOS and Smart PLS.

WHO CAN PARTICIPATE

- ✓ Early stage professionals interested in enhancing analytical skills.
- ✓ Consultants, Directors, Business Heads and senior management professionals
- ✓ Small business owners and entrepreneurs

PROGRAM DATES



21st April 2021 - 2.00 PM to 5.00 PM

22nd April 2021 - 2.00 PM to 5.00 PM

HOW TO ENROLL?

Organisations shall nominate any number of participants to this refresher course, which may be accepted on a first-cum-first-served basis. While nominating, please provide the details of the participants

(Name, Designation, Mobile No, email address, etc.).

Apart from nominations, participants can self-nominate themselves by providing their employee credentials and paying the programme fee latest by 18th April, 2021

<https://forms.gle/V87aieq4vgdvtsA38>

FOR MORE DETAILS, **PLEASE CONTACT**

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