



भारतीय प्रबंध संस्थान राँची  
INDIAN INSTITUTE OF MANAGEMENT RANCHI

**9-DAY Executive Program in  
BUSINESS ANALYTICS & BUSINESS INTELLIGENCE (EPBABI)  
with Hands-On in R, Python and Cognos  
in Ranchi  
(Saturday to next Sunday with one week leave)  
27th May (Sat) to 04<sup>th</sup> June (Sun), 2017**

## Introduction

“Executive Program in business analytics and business intelligence (Saturday to next Sunday with one week leave)” is specially designed to provide inputs which will equip the participants with **analytical tools** and prepare them for corporate roles in **analytics-based consulting** in the domains of,

- Marketing
- Operations
- Supply chain management
- Finance
- Insurance and risk management
- HR management
- General management in various industries like the hospitality, telecom, healthcare etc.

These inputs will provide a basis for the participants to channelize their analytical thinking in appropriate directions, besides, enhancing knowledge. The skills so acquired may be effectively utilized in their day-to-day work and thereby promoting the quality of business decisions.

## Objectives of the Programme

1. To enable the participants to understand and use the tools and techniques for business analytics and business intelligence.
2. To enable the participants to make use of large volume of data for meaningful business decisions and strategy
3. To impart hands-on-experience with various softwares, like, (i) R, (ii) Python (iii) Cognos

## Pedagogy of the Programme

The participants will learn the concepts and implications of business analytics & business intelligence through class room lectures, interactive discussions, case studies and hands-on-experience. Both conceptual and practical sides will be addressed.

## Participants Profile

The course is suitable for those with analytical aptitude and would like to start new career in analytics. The course is also appropriate for those who are working in business analytics and business intelligence to enhance their knowledge and skill.

## Indicative Content of the Programme

- Introduction to Business Analytics & Business Intelligence
- Strategic Planning Approaches for Analytics
  - i) Critical Success Factors Approach
  - ii) Value Chain Approach
- Managing Implementation Challenge
  - i) Process Re-engineering
  - ii) Change Management
- Data Mining for Business Analytics
  - i) Affinity/Association Analysis for Market Basket Analysis
  - ii) Clustering and Segmentation
  - iii) Decision Tree, Neural Network and other techniques for Profiling
- Basic Statistical Analysis for Analytics
- Data Warehousing and Role of Analytics Professionals in Data Warehousing
  - i) Data Warehouse for Retailing
  - ii) Data Warehouse in CRM
  - iii) Data Warehouse in other business processes
- Predictive Analytics
  - i) Selecting the Best Predictive Model
  - ii) Use of ROC Curve
  - iii) Target Marketing
- Marketing Analytics
- Text, Web and Social Network Analytics
  - i) NLP for Text Mining
  - ii) Mining from Clickstream Data
  - iii) Social Network for Community Detection with applications in identifying the TopDeal Community



- Hands-on-experience with various softwares, like, (i) R, (ii) Python (iii) Cognos

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## Programme Details and Fee

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**Location of the Programme:** Ranchi

**Program Fee:** INR 90,000 plus service tax (at the present rate of 15% service tax, total is INR 1,03,500 Demand Draft is to be made in favor of IIM Ranchi). The program fee includes the costs of study materials, working lunch and tea during the sessions.

**Certificate:** All the participants will get a certificate of participation issued by IIM Ranchi

Please send the nomination form along with the Demand Draft to:

**CMDP Office**  
**IIM Ranchi**  
**Suchna Bhawan, Meur's Road, RANCHI**  
**Jharkhand, PIN-834008**

For any query, write e-mail to [office.cmdp@iimranchi.ac.in](mailto:office.cmdp@iimranchi.ac.in)

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## Programme Co-ordinators

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**Dr. Pradip Kumar Bala**

Associate Professor  
IIM Ranchi

**Dr. Ambuj Anand**

Assistant Professor  
IIM Ranchi

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## Profile of the Programme Co-ordinators

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**Dr. Pradip Kumar Bala**, a Ph.D., M.Tech. and B.Tech.(Hons.), all from IIT, Kharagpur, is currently working as associate professor in IIM Ranchi. His specialization is in the area of data mining for business analytics. Prior to academics, he was working in TATA Steel, Jamshedpur. In IIM Ranchi, he has conducted seven executive programs in business analytics and



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business intelligence (EPBABI) for corporate executives. He teaches courses like, “Business Analytics”, “Data Mining & Predictive Analytics”, “Data Warehousing & Business Intelligence”, “Advanced Marketing Analytics”, Text, Web & Social Network Analytics and Big Data Analytics for the students in IIM Ranchi. His research areas are data mining applications in marketing and operations, data mining algorithm, recommender system, text, web and social network analytics. He has published many research papers in reputed international journals, conference proceedings and edited books. More details of his achievements and publications are available in the faculty page of IIM Ranchi website.

**Dr. Ambuj Anand**, a Fellow (PhD) of Indian Institute of Management Calcutta, is currently working as assistant professor at IIM Ranchi. His primary area of research is sustainability of e-government projects. He has conducted external evaluations for several e-government projects in Jharkhand and West Bengal. Prior to his fellowship degree, he has worked on a UK based healthcare project in Tata Consultancy Services for 3 years. He has presented papers at various conferences including AMCIS and ISS. His teaching interest includes areas such as IT strategy, IT-based innovation, and management of IT projects in organizations. More details of his achievements and publications are available in the faculty page of IIM Ranchi website.

