

Detailed Report

The Department of Commerce and Management organized a two-hour International Level Web Seminar (Webinar) on “Business Analytics Implementation on Cloud Platform”. The organizer of the event was Dr. Viswanadham Bulusu and the conveners of the event were Mrs. Veena Kapoor and Mr. S.N. Chakravarthy. It was an online event with eminent resource persons, Mr Pradeep John, IT Architect, Williams Inc., Tulsa, USA.

Objectives:

- To create awareness about Business Analytics.
- To create awareness about Cloud Computing.
- To create awareness about implementation of Business Analytics on Cloud Computing.

The two hours international event was scheduled on May31, 2020 from 8.00 pm to 10.00 pm IST. The sessions were held by using zoom app. On 31/05/2020 Mr Pradeep John, IT Architect, Williams Inc., Tulsa, USA gave a talk on “Business Analytics Implementation on Cloud Platform”. The session was introduced by Mr. S. N. Chakravarthy, Senior Assistant Professor, Aurora Degree & PG College at 8 PM and followed by Principal’s address to the participants and gave a brief note on the objective and importance of doing Business Analytics & Cloud Computing after which the resource person Mr Pradeep John as per schedule started at 8.10 pm sharp.

Mr Pradeep John gave an Introduction to Analytics, various tools used, types of data, different models and applications of analytics. He gave the information that Business Analytics requires one to be proficient in the usage of data, information technology, statistical analysis, quantitative methods, and mathematical or computer-based models.

He also explained to us the applications of business analytics in these areas:

- Pricing
setting prices for consumer and industrial goods, government contracts, and maintenance contracts
- Customer segmentation
identifying and targeting key customer groups in retail, insurance, and credit card industries
- Merchandising
determining brands to buy, quantities, and allocations
- Location
finding the best location for bank branches and ATMs, or where to service industrial equipment
- Social Media

understand trends and customer perceptions; assist marketing managers and product designers.

The resource person was efficient and effective in having an impact on the participants and providing the knowledge and information to the faculty.

Finally, the event ended with vote of thanks by Mrs. Veena Kapoor, Head of Department (Management). In whole it was memorable, informative and educational for the benefit of the faculty, research scholars and students. Moreover, with utmost sincerity it can be said that the audience were satisfied in conducting such an international webinar by College.

The department took the feedback about the international webinar from the participants and most of them appreciated and congratulated us for conducting it successfully. Some of the participants requested us to conduct more such webinars in the future.

We are very grateful to our Principal, Dr. Viswanadham Bulusu and Head, Department of Management, Mrs. Veena Kapoor for giving us the opportunity to organize the international webinar, encouraging and believing in us and extending support. We are also thankful to Mr. Hari Prasad, Vice Principal and Mr. Ravi Kiran, Head, Department of Biochemistry for their technical support

The event was completed successfully. The participants who successfully completed the event were also issued e-certificates. Many had lauded the organizers and the resource person for the wonderful job taken up during this unprecedented time for the educational sector and for its enlightenment.

We shall continue to conduct more such programmes in the future.

OUTCOME:

The faculty are inspired and learned about Business Analytics and its implementation on cloud platform.

SUGGESTIONS:

1. Feedback link should be kept even after end of the session for 10 minutes as many attended but didn't get certificate as they have not submitted the feedback.
2. Confirmation mail for the registered persons should be sent immediately after Registrations.
3. PPT of the presentation should be sent to all the participants.
4. Recording of the webinar should be made available to all the participants.

PHOTOGRAPH:

AURORA'S DEGREE & PG COLLEGE
(Accredited by NAAC with "B++" Grade)



INTERNATIONAL WEBINAR *On* **Business Analytics** **Implementation on Cloud Platform**

Conducted by the Department of Management
On 31st May 2020
Timing : 8:00 pm to 10:00 pm

ZOOM Session ID
will be shared through email id.
E-Certificate will be provided.

Free Registration:
<https://forms.gle/PLPKCWhZpDb9Gj9Q9>




Pradeep John
*IT Architect in Williams Inc.,
Tulsa, USA*

Conveners
Ms. Veena Kapoor
Head - Dept. of Management
Mr. Naveen Chakravarthy S
Sr. Assistant Professor - Dept. of Management

For any details contact:
Mr. Naveen @ 9100001605
6301930442

Organized by Dr. Viswanadham Bulusu
Principal

Aurora's Degree & PG College, Chikkadpally, Hyderabad - 500 020 Tel: 040-27662668 URL: www.adc.edu.in



Speaker: Mr Pradeep John, Introduction by Convenor: Mr. S.N. Chakravarthy,

Welcome by Principal: Dr. Viswanadham Bulusu



Vote of thanks by Convenor, Mrs. Veena Kapoor, Head of Department (Management)