

[Webinar Report on Application of Statistics in Banking Domain.docx](#)
[WEBINAR REPORT on Analytics in Market Research-RajyaLakshmi.docx](#)



EVENT PROPOSAL

Event Name: Webinar

Event Title: Analytics in Market Research

Cell Convenor: K. Sujatha

Faculty coordinator: Rajya Lakshmi

Date: 11-06-2020

Target audience: Faculty, Research Scholar's, & Students

Level: National Level

Budget: Nil

Objective: To create awareness how statistical tools are used in analysis of Market Research.



Aurora's Degree & PG College

(Accredited by NAAC with "B++" Grade)

NAME OF THE EVENT	Webinar on Analytics in Market Research
FACULTY INCHARGE	Rajya Lakshmi
DEPARTMENT	Department of Statistics
DATE	11-06-2020
VENUE	Aurora's Degree & PG College
TARGET AUDIENCE	Faculty, Research Scholar's, & Students
SPEAKER	J VINITA

OBJECTIVE:

To create awareness how statistical tools are used in analysis of Market Research.

Brief about the event:

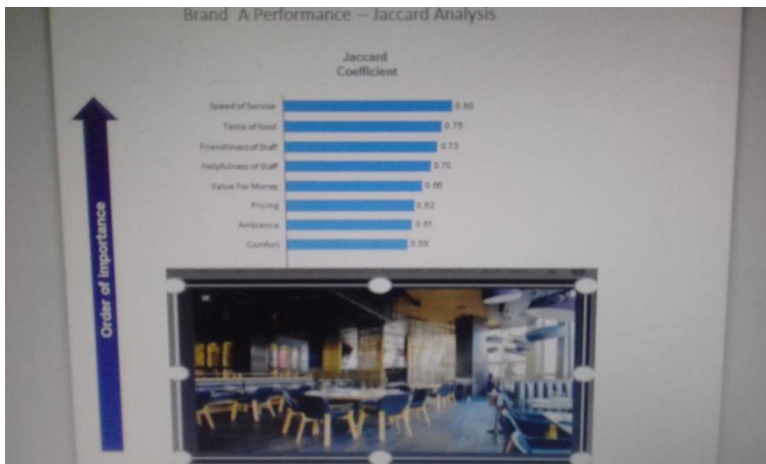
The webinar was organised by Department of Statistics, Aurora Degree and P.G. College on 11-06-2020. The session was started with the introduction speech by Ms. Parimala Sudhir, HOD, Statistics.

The Speaker gave brief idea about how statistics is used in "Market Research" by explaining case studies.

OUTCOME:

The participants were very happy on the webinar.

Photographs :



Jaccard Coefficient

- Jaccard Analysis was run on the attitudinal statements to derive a Jaccard coefficient, indicating the relative importance of each attribute.
- Jaccard Coefficient is a statistic used for comparing the similarity and diversity of sample groups.
- The data is first distilled in the format shown below.

	Associated with Brand A	Not Associated with Brand A
Brand A in Top 2 Box	A	B
Brand A not in Top 2 Box	C	D

Jaccard coefficient = $A / (A+B+C)$
 The coefficient value can range from 0 to maximum of 1

- In market research, Jaccard coefficient is used to identify the attributes that drive a brand's sale / image etc.
- A value of close to 1 means that it is a key +ve differentiating attribute and closer to '0' value means that at present that attribute is not contributing much to the brand.

Key Driver Analysis

A key driver analysis investigates the relationships between potential drivers and customer behavior such as the likelihood of a recommendation, overall satisfaction, or propensity to buy a product.

Detail Report on Analytics in Market Research

In connection with the College Development activities, with the constant support and encouragement of Management and Dynamic Principal Dr.Viswanatham Bulusu, the department of Statistics organised the webinar on **Analytics in Market Research** for the benefit of Students, Research Scholars, Faculty and other participants from various parts of the country on 11th June 2020 .

The Session was started by an introduction speech by Ms Parimala Sudhir HOD of Statistics, also introduced the speaker J.Vinita, Assistant Professor, Department of Statistics, Aurora's Degree & PG College.

She started the Session by delivering the lecture on Analytics in Market Research, explained the concept of how data is collected.

During the session, the speaker explained the concept of predictive, prescriptive and diagnostic analysis of data. She explained some case studies, how market research is used on coffee shop & Restaurant . Also explained about various factors, variables influencing for analysing the trend on market. The speaker highlighted the JACARD Coefficient, key driver analysis and Jaccard coefficient, which is very useful in Market Research.

The session went on smoothly for an hour with more than 100 participants.

The session concluded with vote of thanks by Ms.Rajyalakshmi , convener of this webinar. Feedback form was filled by the participants to receive the suggestions.

The no. of participants registered are 280 & attended 100.

[WEBINAR REPORT on Analytics in Market Research-RajyaLakshmi.docx](#)

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B Shushrutha Reddy	Aurora's degree & pg college	borrashushruthareddy18@adc.edu.in
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P Priyanka	AMS Arts And Science College For Women	kavyapriya2523@gmail.com

Beemarthi Kavitha	Aurora pg and degree college	beemarthikavitha@gmail.com
Tasleem Unnisa	BJR government degree college Narayanguda	tasleemu123@gmail.com

FEEDBACK:

POKALA VASAVI	University college of science	vasavipokala@gmail.com	2	2	3	Datascience
Prathibha G	Aurora's Degree and Pg college	prathibag@adc.edu.in	5	5	5	
Panjala Mounika	University College Of Science, OU.	mounikapanjala123@gmail.com	3	3	3	
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KAKANI KETANA	Loyola Academy	ketana.kakani@gmail.com	4	4	4	
B Shivani Reddy	Aurora's degree & pg college	borrashivanireddy18@adc.edu.in	4	5	4	
A Sandhaya Rani	Aurora's degree and pg college	sandhyarania@adc.edu.in	5	5	5	
Dr.T.M.SAR AVANAN	Kongu Engineering College	tmskgm@gmail.com	5	5	5	Research Areas in AI
P. Chandrakala	Aurora's Degree & Pg College	chandrakalap@adc.edu.in	5	5	5	How business analytics related to Operations research
Kondakalla kumar	Aurora Degree and PG college	kondakallakumar@adc.edu.in	5	5	5	

Srilakshmi.K oppula	PB Siddhartha college of arts and sciences	srilakshmimcom@gmail.com	5	5	5	Pricing policy
Bathini Gnaneshwar Goud	Keshav memorial institute of commerce and science	bathinignaneshwar.kmics@gmail.com	3	4	5	Importance of statistics in the field of education
Munnangi Latha Salome	Aurora's Degree and PG College	lathasalomeg@gmail.com	5	5	5	
Mrs.SHAINA Z BEGUM	Geethanjali college of engineering and technology	shainazmba@gmail.com	5	5	4	Finance related webinar
Putta Anjaneyulu	Auroras degree and Pg college	anjaneyulup@adc.edu.in	5	5	5	
Syeda Nausheen	Auroras Degree and PG College	syedanausheen@adc.edu.in	4	4	4	
Vardhini RN	Geethanjali college of Engineering and Technology	vardhini.rn@gmail.com	4	4	4	Please try to present topics related to finance specialization
Afshan Feroz	Sujatha Degree college	wasef7885@gmail.com	4	4	5	Related to COVID-19
B Shushrutha Reddy	Aurora's degree & pg college	borrashushruthareddy18@adc.edu.in	4	5	5	

SHEKAR KANNAI	Keshav Memorial Institute of Commerce and Sciences	shekar993@gmail.com	1	1	1	R / Python using Data Science
Kumari Shalini A	Aurora's Degree & PG College	shalinijaiswal.c@gmail.com	5	5	5	
K.sunitha	Aurora	sunithak@adc.edu.in	5	5	5	Covid
K. Swapna sri	Aurora degree college	swapnashok5@gmail.com	4	4	4	
Mahima Toshniwal	St Ann's degree college for women's	mahimatoshniwal04@gmail.com	4	4	4	Human resource
MANOHAR DINGARI	SRI SAI DEGREE & PG COLLEGE	manohar.dingari@gmail.com	5	5	5	Very useful.....
Dr B JAYAPRAKASH	PB Siddhartha College of Arts and Science	bollimpallijp@gmail.com	4	4	4	Good and informative
BHANU TEJA NEMALI	ROYAL	bhanuiss321@gmail.com	5	5	5	Bigdata analysis
H.K. Madhu Sudhana Rao	Aurora Degree College	madhu.hk1869@gmail.com	4	4	4	Anything that has an interconnection with the statistical applications and real life , would be very helpful
Pilligundla vaishnavi	St.joseph degree and pg college	vaishnavipilligundla1997@gmail.com	3	4	4	
M.Devika	Aurora's Degree and PG College	devikam@adc.edu.in	5	5	5	How business analytics related to Operations research

Mr K Naupal Reddy	Geethanjali college of engineering and technology	Kandhadinaupal@gmail.com	4	3	4	Research and project management area
Shashikala Kumhari	St. Ann's college for women Hyderabad.	kummarishashi2000@gmail.com	4	3	4	
R. Chandrashekar	Aurora degree college	chandrashekarr@adc.edu.in	4	5	5	Good lecture for present situation, small scale startups
SRIPADH DESHPANDE	KESHAV MEMORIAL INSTITUTE OF COMMERCE AND SCIENCES	sripadhdeshpande@gmail.com	4	4	4	
B Rajani	Aurora's Degree and PG college	rajanib@adc.edu.in	5	5	5	Very informative
D.Radhika	Aurora degree & pg college	radhikadiddi@gmail.com	5	5	5	Nothing
G.Chamundeshwari	AURORA'S DEGREE AND PG College	chamundeshwarig@adc.edu.in	5	5	5	Quantitative methods in detail
M.Divya Sree	Keshav Memorial Institute Of Commerce And Sciences	divya14141a@gmail.com	4	4	4	Importance of AI(artificial intelligence)/statistics using computer science
P.Kiranmayi	Aurora degree and PG College	kiranmayip@adc.edu.in	4	3	4	Good

SANDHYA RANI G	AURORA DEGREE AND PG COLLEGE	sandhyarani@adc.edu.in	5	5	5	About online classes
Soundharya karam	Aurora degree and pg college	soundaryakaram@gmail.com	5	4	4	Compitative exam topic
S Naveen Chakravarthy	Aurora Degree & PG College	naveenchakravarthy@adc.edu.in	5	5	5	Using Analytics for investing in stock markets
K.sunitha	Aurora	sunithak@adc.edu.in	5	5	5	Covid
Valapadasu supraja	Aurora degree and pg college	valapadasu.supraja44@gmail.com	4	3	4	Computer networking
Nazeema	St. Ann's College Of Education (Autonomous)	nazeema25@yahoo.com	5	5	5	Research statistic
Amena Banu	St. Ann's College for Women (Autonomous)	amenabanu13@gmail.com	4	4	4	Career Opportunities in Market Research Analytics
SHIVAGHONI ALYKYA	G pulla reddy college	alekyasandeep19@gmail.com	4	5	4	How to easily teach mathematics
Y Sri Krishna Mohan	Auroras degree and PG College	srikrishnamohany@adc.edu.in	5	5	5	
Srinija Goduguluri	St. Ann's college for women Hyderabad	srinija2126@gmail.com	4	3	5	digital marketing
R.Mamatha	AURORA'S DEGREE AND PG College	mamatha.madishetty11@gmail.com	5	5	5	Good session

G.SWATHI	ANDHRA MAHILA SABHA ARTS & SCIENCE COLLEGE FOR WOMEN	swathi07oct@gmail.com	5	5	5	big data analysis
Sujatha.k	Auroras Degree & PG College	sujathak@adc.edu.in	5	5	5	Nothing
D.Radhika	Aurora's degree & pg college	radhikadiddi@gmail.com	5	5	5	Nothing
R.Mamatha	Aurora's Degree PG College	mamatha.madishetty11@gmail.com	5	5	5	Good session
Srilakshmi . Koppula	PB Siddhartha college of arts and sciences	srilakshmimcom@gmail.com	4	5	5	Product differnciation
Sujatha.k	Auroras Degree and PG College	sujathak@adc.edu.in	5	5	5	Good
ASIYA BEGUM	Sagar Group Of Institutions	asiyabegum808@gmail.com	4	4	4	Research statistic
B MANASA	Aurora Degree and PG College	mnsbobbala@gmail.com	5	5	5	
Thipparthi Pranavi Reddy	Keshav memorial institute of commerce and sciences	thipparthipranavi123@gmail.com	5	5	5	Many more like this
Bonbon Deepika	Vignana Jyothi Institute of Arts and Sciences	bonbon.deepika@gmail.com	4	4	5	

Gaddam mamatha	aurora's degree and pg college	mamathak@adc.edu.in	5	5	5	
Dr.A.Muthukumar	A.V.C.College(Autonomous), Mannampandal, Mayiladuthurai-609 305	profamk06@gmail.com	5	5	5	Very informative session. Thank you so much.
Nunna anitha	Priyadarshini degree college, khammam	anithanunna.maths@gmail.com	4	5	5	Data science
Dr. VIRIVADA VENKATA RAGHAVA RAMAN	AURORA'S DEGREE & PG	ramanvvr@adc.edu.in	5	5	5	
K ANIL KUMAR	Sphoorthy Engineering College	anilkumar713@gmail.com	5	5	5	
SJ SHIVA	Keshav memorial institute of commerce and sciences	Sjshiva07@gmail.com	5	5	5	Many more informative webinars
Injeti Madhavi	Aurora degree college	Madhavii@adc.edu.in	5	5	4	
ASMA BEGUM	P.Indra Reddy Memorial Engineering College	asmabegum336@yahoo.com	4	4	4	Research
P.shobharani	Aurora degree & pg college	pulleddulashobha25@gmail.com	4	4	4	

Nunna anitha	Priyadarshini degree college	anithanunna.maths@gmail.com	4	5	5	Data science
Chandra Praveen N	AURORA Degree and PG College	chandrapraveenn@adc.edu.in	5	5	5	
G. MADHURI	DBPM Degree college for women	madhusyam54@gmail.com	4	5	4	virtual classroom
Nunna anitha	Priyadarshini degree college	anithanunna.maths@gmail.com	4	5	5	Data science
Dr. Meera joshi	Auroras degree and Pg college	meerajoshi@adc.edu.in	5	5	4	Role of statistics in Deep learning.
G. Lalitha Madhavi	P. B. Siddhartha College of Arts and Science	gummadilalitha@gmail.com	4	4	4	HR
Mrs. B. Kalpana	P. B. Siddhartha college of arts and science	kalpana.santhi@gmail.com	4	4	4	Content
SIVANAGAL AKSHMI ALLURI	P.B.SIDDHARTH A COLLEGE OF ARTS AND SCIENCE	sivani_alluri@yahoo.co.in	3	3	3	
Dr. V. Nagavani	Aurora Degree and Pg College	nagavaniv@adc.edu.in	4	5	4	
B Navaneetha	Aurora's degree and pg college, chikkadpally	navyareddy913@gmail.com	5	5	5	Analysis in agriculture field

S.Divya	Keshav Memorial Institute of Commerce & Sciences	sdivya63224@gmail.com	4	4	4	No
Baindla Nikhitha	Aurora's degree & pg college	baindlanikhitha1313@gmail.com	4	5	4	Competitive classes
Nashville Bulusu	Auroras degree and Pg college	madhavibulusu@adc.edu.in	4	4	4	
Suvarna Lakshmi C	Aurora's Degree & PG College	suvarnalakshmic@adc.edu.in	5	4	4	Useful to students
Bala Kartheek	Osmania University	kartheek0008@gmail.com	5	5	5	Advanced analysis in Market Research
B.Srilatha	St Ann's Degree college for women, Mehdiapatnam	srilatha.gujari1982@gmail.com	5	5	5	something which is relating to research
Narayanan	Osmania University	NAARAAYANAN45@GMAIL.COM	4	4	4	advanced in the same area - Market Research
Anitha Mudhireddy	St.Pious X Degree & PG College for Women	reddyanitha1985@gmail.com	5	5	5	Data analysis using SPSS
Devika Nair	St. Ann's Degree College for Women	devikahnair08@gmail.com	5	5	5	Introduction to data analytics, Digital marketing, Entrepreneurship.
P V PRAVEEN KUMAR	Self Learning	prawink7@gmail.com	4	5	5	looking forward further understanding on software products (ML,Python,AI)
Merlin Angel	Aurora Degree and PG College	jebamerlin96@gmail.com	3	4	4	

UMAMAHE SWARI.R	MAHENDRA ARTS AND SCIENCE COLLEGE(AUTONOMOUS)	umamaheswari.mphil@gmail.com	5	4	5	machine learning
T. Aruna	Aurora Degree and P. G. College	arunat@adc.edu.in	4	5	5	
sahitya	St.Anns college for women	narukurthisahitya123@gmail.com	4	3	4	
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Ranjitha Chul	University College of Science	chulranjitha7386@gmail.com	4	4	4	Uses of python programming
KAKANI KETANA	Loyola Academy	ketana.kakani@gmail.com	4	4	4	
Parvathi Siva Jyothi Bhogadi	Geethanjali College of Engineering and Technology	bpsjyothi@gmail.com	3	3	4	Analysis and i terpretation
Dr. A Sita Madhavi	Geethanjali College of Engineering and Technology	gsitamadhavi@gmail.com	4	4	5	Digital Marketing (Lab) not theory

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Thanneeru Sai Shiva	Osmania University	thanneerusaishiva@g mail.com	3	4	4	Voice clarity missing except that everything is gud
G kalyani	Siddhartha pg college	gkalyani457@gmail.co m	4	4	4	R program

