



Analytics
Society of India



RAJALAKSHMI
SCHOOL OF BUSINESS
THE BOUTIQUE B-SCHOOL

MANAGEMENT DEVELOPMENT PROGRAMME

MACHINE LEARNING USING R

8th - 9th June 2019

VENUE:

Madras Management Association
Lecture Hall 2, Pathari Road, off Anna Salai
Chennai - 600006



Business in the Digital Age is generating mountains of data, which may be analyzed to get valuable insights, which in turn can result in superior and data backed decision making. Business Analytics is about applying statistical and mathematical tools to process such data, using the data crunching power of the computer. Over the last decade or so, Business Analytics has become an essential aid to decision making in leading companies across verticals and countries.

To assist business executives in familiarizing themselves with Business Analytics, Rajalakshmi School of Business, Chennai has tied up with the Analytic Society of India to offer a 2-day programme for executives in different functional areas to understand and apply Business Analytics in their respective workplace.

MACHINE LEARNING:

Machine Learning (ML) algorithms are a part of Artificial Intelligence (AI) that imitate the human learning process. Machines are more powerful than the human brain at analyzing data and gaining insights about business or social problems. ML algorithms have applications across various industries and different functional areas. The primary objective of ML is to assist in decision making. Today ML is used for driving innovation and used as competitive strategy by several organizations.

Machine Learning algorithms are classified into the following four categories:

1. Supervised Learning Algorithms
2. Unsupervised Learning Algorithms
3. Reinforced Learning Algorithms
4. Evolutionary Learning Algorithms

In this programme, we will be discussing various ML algorithms with its applications using real-life case studies from various industries. These case studies have been published at Harvard Business Publishing's case portal. The MDP will drive theory and hands-on approach blending business context, technology and data science.

PROGRAM CONTENT:

- Introduction to Business Analytics and R Platform for data analysis.
- Supervised Learning Algorithms with applications in Predictive Analytics
- Supervised Learning Algorithms with applications in Classification Problems
- Understanding of various sampling strategies and its efficacy in learning process
- Ensemble Methods for handling unbalanced data
- Unsupervised Learning Algorithms
- Hands-on using the R code and a real-life dataset
- R packages which can be used for making robust and complex ML models

PROGRAM OBJECTIVE:

The MDP is designed to provide knowledge of ML algorithms that can be used for fact-based decision-making using real-life case studies & to understand how ML algorithms are used for driving automation & innovation. In this MDP, you will learn the nuances of building supervised and unsupervised ML models on real life datasets. You will be primarily introduced to algorithms to solve classification problem and segmentation problems. We'll introduce you to R platform and to algorithms which will come in handy for ML problems. At the end of the MDP you will develop a clear understanding of the need of ML algorithms and the context in which to apply these algorithms to solve complex problems from the field of business.

INTENDED PARTICIPANTS:

Participants with basic knowledge of Statistics and exposure to any programming language. This MDP is suitable for working professionals with little/no understanding of ML Algorithms. It will also benefit participants already working in the Marketing, Finance, Operations (Logistics, Supply Chain) and Business Analytics domains to understand real-life applications of ML techniques. Participants are expected to bring their own Laptop for a better learning experience.

CERTIFICATION:

A certification of participation co-signed by Rajalakshmi School of Business and Analytics Society of India will be issued to participants who attend the complete duration of the MDP.

PROGRAM TRAINER:

Rahul Kumar



An alumnus of NIT Jaipur and IIM Bangalore, he has more than 13 years of experience spanning cross software development, business consulting, analytical modeling etc. He works as a consultant at IIM-B and has executed analytics projects for large corporations. His recent work includes Govt. of India funded research project on fraud analytics & credit scoring model for urban Co-operative Banks; predicting NPS for a reputed medical equipment manufacturer; predicting design issues for a leading US auto manufacturer. He has taken more than 250 sessions in R/Python, as a guest faculty, at IIM Bangalore and IIM Lucknow and equivalent number of sessions for professionals in various corporates. A few of the prominent corporate clients include GE, Cisco, Deloitte, UHG, HSBC, Numerify, Fidelity, GM etc. He has also taken sessions in Engineering. & Management. institutions for UG and PG students, as well as with professors in FDPs. He has presented papers in several national and international

RAJALAKSHMI SCHOOL OF BUSINESS

Rajalakshmi School of Business is part of the Rajalakshmi Institutions, a 21-year old Chennai-based premier educational foundation, and a highly respected group of institutions in the technical and professional educational fields. RSB offers a high-end AICTE approved PGDM program which has been conferred the prestigious award of being in the Times of India 2016 list of Top-Emerging B-Schools.

The ethos of Rajalakshmi School of Business springs from the vision of creating quality managers who would be sensitive to the global environment, promptly responsive to change, and hence in the pole position to compete internationally. It is common knowledge that success in Management and success in Sport are derived from the same basic principles. Here at RSB, every student is not only taught the rules of Business, but also coached in the art of 'playing to win.'

ANALYTICS SOCIETY OF INDIA (ASI)

Analytics Society of India is the first and largest body of analytics professionals and organizations in India. It is a national level not-for-profit organization founded in 2013 and is housed at the Indian Institute of Management Bengaluru (IIMB). ASI has been founded by eminent personalities from Indian Institute of Science, Bengaluru (IISc) and IIMB with an objective of promoting and propagating knowledge in analytics. Various blue-chip corporate organizations, educational institutions and individuals from across the country are members of ASI. ASI provides a platform for organizations and people to come together to share their knowledge in the field of analytics. It promotes research and application in this domain. ASI regularly organizes workshops, seminars, conferences and technical talks for the benefit of professionals in analytics.

DATA CENTRE AND ANALYTICS LAB (DCAL)

DCAL is a Centre of excellence set up by the Indian Institute of Management Bangalore (IIMB) in the year 2012. IIMB is one of the first institutions in the country to venture into analytics training in 2010. Housed at IIMB campus, DCAL is a dedicated research, training and consulting lab to support interdisciplinary empirical research using data on Indian and multi-national organizations. DCAL acts as a platform for academia and industry practitioners to collaborate on research projects in the field of analytics to generate deployable solution to organizational problems.

REGISTRATION FEE AND TERMS & CONDITIONS:

- MDP fee – INR 8,500 plus GST @ 18%. (ASI members are entitled for a discount of INR 500)
- Last date for registration and payment is 25th May, 2019
- Refunds for cancellations received before 25th May, 2019 will be processed after deducting INR 1,500
- Fee includes MDP kit, text book on Business Analytics authored by U Dinesh Kumar, training material, lunch and refreshments for 2 days
- **CLICK HERE** to register or visit – dcal.iimb.ernet.in
- The filled registration form should be mailed within 2 working days of making payment
- ASI reserves the right to alter or modify the content at its sole discretion.
- Limited seats | Confirmation on first come basis

PAYMENT MODE:

Payments are accepted online through NEFT/IMPS. Cheque/DD can be deposited into bank account as per details below.

BANK DETAILS

Bank Name: State Bank of India
Bank Address: IIMB Campus, Bengaluru - 560076
Account Name: Analytics Society of India
Account Number: 64131937991
Account Type: Current Account
IFSC Code: SBIN0040803
GSTIN No: 29AAEAA6169M1Z7

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