

FACULTY



Tathagata Bandyopadhyay

(Faculty Co-Chair, Email: tathagata@iima.ac.in)
Ph.D. (University of Calcutta, India)

Tathagata Bandyopadhyay joined IIM Ahmedabad as a faculty member in the Production and Quantitative Methods Area in 2005. Prior to joining IIMA, he taught at the Department of Statistics, University of Calcutta, India for around two decades.

At IIMA, he has been teaching quantitative techniques in the post graduate programme; research methodology, advanced probability for management and applied multivariate analysis in the doctoral programme. He has also taught in executive development programmes for companies like Indian Oil Corporation, Life Insurance Corporation of India, Monsanto, Larsen & Toubro, Cummins, City Bank, Coca Cola, Aviva etc. He has also coordinated management development programmes on analytics and global General Management Programmes for IIMA.

His research interests are varied but mainly in the realm of statistics and its applications to different fields. He has published papers in various national and international journals like Journal of the American Statistical Association, Biometrika, Annals of Applied Statistics, Statistical Science, Annals of the Institute of Statistical Mathematics, Journal of Statistical Planning and Inference, Statistics in Medicine and Biometrical Journal. He has visited and taught in various universities in the US, Canada, the UK, Sweden, and Singapore. He is now the Editor of the Calcutta Statistical Association Bulletin, the co-editor of Sankhya, Journal of the Indian Society of Agricultural Statistics and Vikalpa.



Arindam Banerjee

(Faculty Co-Chair, Email: arindam@iima.ac.in)
Ph.D. (SUNY at Buffalo), PGDM (IIM, Lucknow), B.E. (Delhi College of Engg.)

Arindam Banerjee joined the faculty at IIM Ahmedabad after working in industry for over seven years. He has worked on business problems in the retail financial services, FMCG and consumer durable sectors. He specialises in developing business models based on the statistical analysis of large syndicated databases.

For the past 19 years at IIMA, he has taught courses in Quantitative Marketing and Research Methodology to post graduate and doctoral students. Besides, he has worked extensively with various Indian and global business organisations in building and strengthening internal processes to support “fact-based decision-making.” He has also imparted training in various in-house corporate management development initiatives. Recently, he has also worked as a mentor to a Marketing & Sales Analytics team of a global Management Consulting firm.

He has published papers in several academic journals in management such as the Journal of Segmentation in Marketing, International Journal of Retail and Distribution Management, International Journal of Management and Decision Making, Asian Journal of Marketing, Asia-Pacific Journal of Marketing and Logistics, Strategic Outsourcing: An International Journal, Vikalpa and Decision.

Prior to joining IIMA, he was a senior consultant at Mitchell Madison Group, a global management consultancy firm specialising in the financial services sector and was based at their Chicago office. Previously, he was at AC Nielsen (Chicago) where he headed a marketing analytics team that provided marketing support to Philip Morris Inc. In the year 2006-07, he took leave from IIMA for setting up a global risk analytics team at HSBC for the bank's US-based consumer and mortgage lending business. He is currently a Professor in the Marketing Area at IIMA.



INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post Graduate Programme in Management (equivalent to MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrolment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

The Institute has 97 faculty members working in the following management areas and centres:

Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Human Resource Management
- Information Systems
- Marketing
- Organisational Behaviour

- Production and Quantitative Methods
- Public Systems Group

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMD) located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMD and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



Strategic Analytics: Weaving Analytics into Decision Making

Quantitative Data Analytics and its Applications in Business/Marketing

September 10 - 14, 2018



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD
Vastrapur, Ahmedabad 380 015 - India
Phone: +91-79-6632 4461 to 69, and 4472 to 77 | Fax: +91-79-2630 0352 (ExEd) / 2630 6896 (General)
Email: exed@iima.ac.in | Website: www.iima.ac.in/exed



Executive Education Programme
Indian Institute of Management Ahmedabad

Strategic Analytics: Weaving Analytics into Decision Making

Quantitative Data Analytics and its Applications in Business/Marketing

September 10 - 14, 2018

OBJECTIVE

The programme intends to expose participants to (managing) the art of building relevant business insights from the analysis of a large numeric databases using numerous statistical and search tools.

- The first phase of the programme will focus on providing an overview of the strategic issues of coupling the function of data analytics with business decision-making.
- The second phase will be devoted to building some appreciation for statistical / search tools that can be used for processing business information arising out of marketing, finance, banking and insurance applications.
- The last phase of the programme will be devoted to sharing some best management practices as well as some recent advances in analytic methodology.

The emphasis of the programme will be more on discussing relevant issues of managing analytic functions and developing appreciation for data analytics/research among practitioners. While knowledge of specific statistical (and search) tools will be disseminated as part of the overall objective of the programme, it will not be enough to build expert knowledge of the same.

WHY SHOULD YOU ATTEND?

Participants will benefit from this programme if they encounter some or any of the following situation(s) at work:

- If you are concerned about how to use customer and competitor information to effectively drive your marketing initiatives and would like to develop a suitable internal process within your organisation to do so.
- If you are interested in issues such as: **a)** identifying customer segments from data, **b)** measuring the effectiveness of your marketing initiatives, **c)** Marketing Mix Planning **d)** appreciating demand projections, **e)** optimising the communications budget, **f)** estimating/ forecasting impacts of alternative marketing plans, etc. through a process of collection and analysis of relevant data.
- If you are interested in redesigning your ongoing research to make it more useful for business decision-making.
- If you want to develop/refresh your understanding of basic statistical conceptss, some relevant data analytic tools and their applications.
- If you are interested in the latest issues in analytics practice – big data and its future.

WHO MUST ATTEND?

Functional Roles	Pre-requisites	Relevance to (Domain)
<ul style="list-style-type: none">• Decision-makers using information from large numerical databases• Research / analytics professionals using large databases• Users / managers of analytic output	<ul style="list-style-type: none">• Some exposure to data processing and mining desirable• Moderate comfort level handling data and awareness of basic statistics	<ul style="list-style-type: none">• FMCG• Consumer durables• Consumer financial services• Insurance, banking• Retailing• Others may also benefit

CONTENTS

A tentative list of topics to be covered in this programme:

Connecting Analytics with Business Decision-Making

- The role of analytics in organisations and the required skill inventory
- Planning for effective analytics
- Connecting with the Business Problem / Analysis Planning
- Communicating Analytics Output in an Effective manner

An Overview of Standard Statistical Tools Used for Processing Business Information

- Finding patterns in the data using tables, graphs and charts and data visualisation
- Summarising data using descriptive measures
- Standard probability models
- Confidence intervals, testing of statistical hypotheses, multiple regression analysis
- Data reduction/segmentation tools, factor analysis, predictive modeling and choice modeling

Additional Areas of Importance

- Some advanced topics such as hazard (survival) models, HLM
- Order of Importance of regression weights – shapely regression.
- Codification of analytics and analytic process development
- Practices from industry cases and perspectives on the future of the analytics function
- New areas of interest – Big Data, Web Analytics



NOMINATIONS AND INQUIRIES

Nominations should reach the Executive Education Office latest by **August 27, 2018**. The last date for early bird discount is **August 20, 2018**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plans only after receiving the acceptance letter.

For nomination forms and more information, please contact:
Executive Education
Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.
Phone: +91-79-6632 4461 to 69 and 4472 to 77
Fax: +91-79-2630 0352 (ExEd)/2630 6896 (General)
Email: exed@iima.ac.in
Website: www.iima.ac.in/exed

CERTIFICATE

A certificate of participation will be issued to the participants at the end, subject to attending all the sessions of the programme.

VENUE AND ACCOMMODATION

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have guests stay with them during the programme.

PROGRAMME FEE AND PAYMENT

INR 180,000 plus 18% GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

The programme fee should be received by the Executive Education Office latest by **August 27, 2018**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

A. Electronic Fund Transfer

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad
IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____(Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: Strategic Analytics
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A

7. IIMA GST Registration Number:
24AAAT11247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

B. Payment Gateway

For more information, please visit the respective programme in our website (www.iima.ac.in/exed).

DISCOUNT

Early Bird Discount: Nominations received with payments on or before **August 20, 2018** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not however guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

ALUMNI ASSOCIATION

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and the alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/-.

